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– Phil Villapiano

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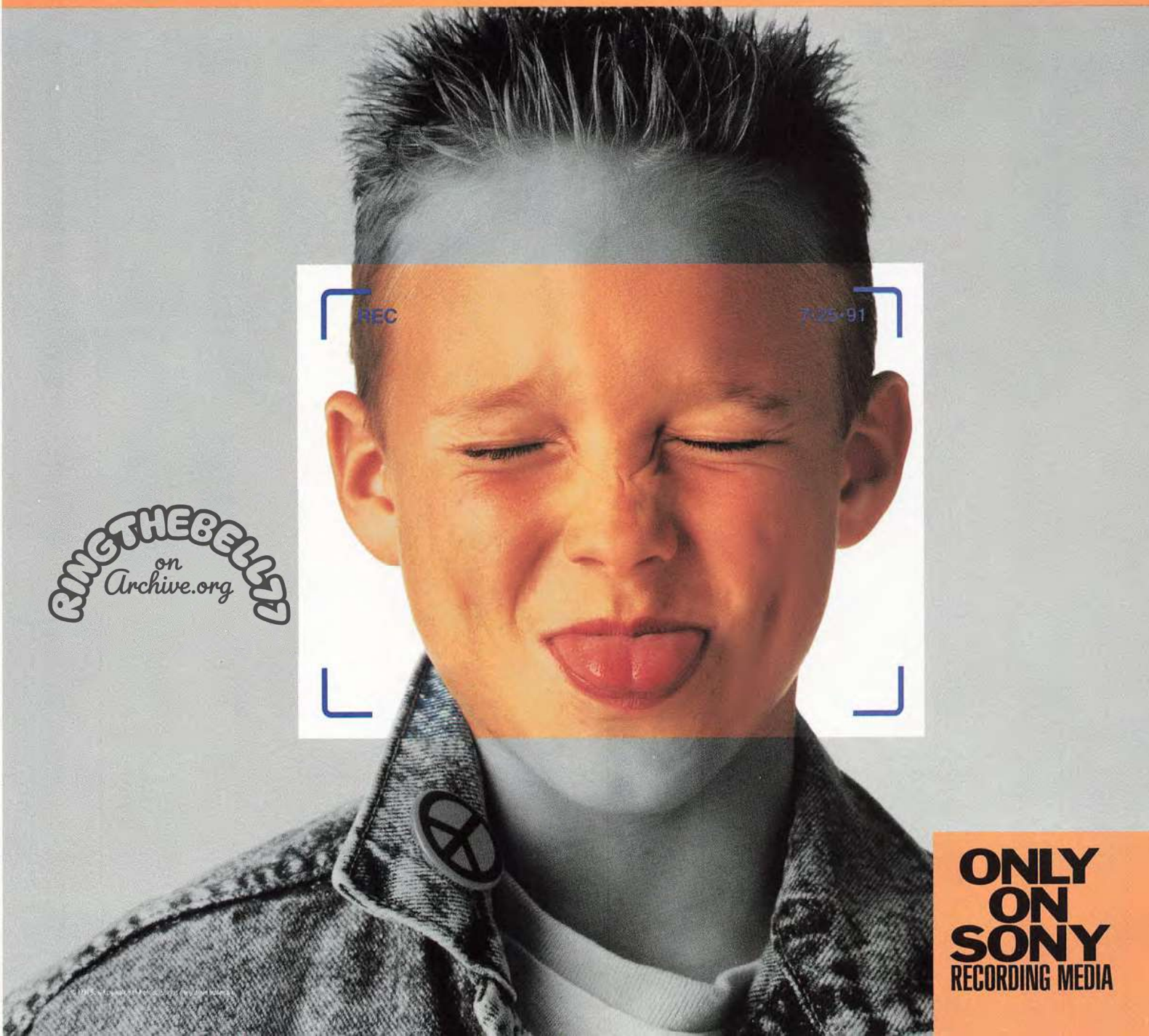

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CONTENTS

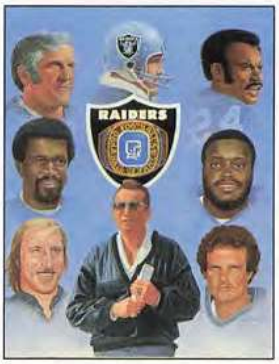
AL DAVIS 4
HEAD COACH ART SHELL 6
RAIDER ASSISTANT COACHES 8
THE GREATNESS OF THE RAIDERS 10
RAIDERS RECORD VS. NFL TEAMS 13
COACHES OF THE YEAR 14
HEISMAN TROPHY WINNERS 16
PRO BOWL PLAYERS 19
COMMITMENT TO EXCELLENCE AWARD WINNERS 21
RECORD MAKERS, RECORD BREAKERS
- CLIFF BRANCH 22
- RAY GUY 24
- BO JACKSON 26

FIVE FOR 1,046 29
RAIDERS IN THE HALL OF FAME 31
- JIM OTTO, inducted 1980 32
- GEORGE BLANDA, inducted 1981 34
- WILLIE BROWN, inducted 1984 36
- GENE UPSHAW, inducted 1987 38
- FRED BILETNIKOFF, inducted 1988 40
- ART SHELL, inducted 1989 42
- TED HENDRICKS, inducted 1990 44
- AL DAVIS, inducted 1992 46

GREAT RAIDER GAMES 49
- DECEMBER 8, 1963 VS. SAN DIEGO 50
- SUPER BOWL XI 52
- SUPER BOWL XV 58
- SUPER BOWL XVIII 64
- OCTOBER 11, 1992 VS. BUFFALO 70

MILESTONE RAIDER WINS 73
RAIDERS OVERSEAS GAMES 74
TRADITION OF GREATNESS — The Centers 78
RAIDERS AS COMMUNICATORS 81
RAIDER FANS & ATTENDANCE RECORDS 83
RAIDERS MERCHANDISE 86
THE RAIDERETTES — "Football's Fabulous Females" 88
RAIDER DIRECTORY 92
1992 RAIDER TEAM PHOTO 94

THE GREATNESS OF THE RAIDERS



page 31

page 49

page 78

THE GREATNESS OF THE RAIDERS
A Historic Look at
"The Team of the Decades"

EDITOR-IN-CHIEF
AL LoCASALE

EDITORIAL ASSISTANTS
MARY BARNES, MARIO PEREZ

PHOTO RESEARCHERS
STEVE LECHNER, JOHN WALSH

CONSULTANT/YEARBOOK ADVISOR
NILS A. SHAPIRO

Designer/Production Director
BOB YOUNG

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(212) 308-6666 FAX: (212) 308-6685

CHAIRMAN AND CEO
JEFFREY S. BUTLER

VICE PRESIDENT/TEAM RELATIONS
RON COHEN

VICE PRESIDENT/SALES
KARL AKERMAN

MARKETING DIRECTOR
GARY MICHELSON

DIRECTOR OF CIRCULATION
JOE JOYCE

DIRECTOR OF ADMINISTRATIVE SERVICES
ILIA ARMANINI

SALES/MARKETING ASSISTANT
GAIL CHERTOK

MIDWEST SALES DIRECTOR
DICK KNEPLER
(312) 553-0650

WEST COAST SALES DIRECTOR
BRAD BLUMENTHAL
(213) 932-6900

AL DAVIS, President of the General Partner

For Raider owner Al Davis challenges are a part of life, just as meeting challenges is a way of life and dominating challenges is a goal of life.

A total commitment to excellence has marked the three-time World Champion Raiders monumental rise during the last 30 years to the very top of the professional sports world. During these four decades of destiny the Raiders – first in Oakland and then in Los Angeles – have battled their way to the best record in major professional sports.

In the previous 29 years, from 1963 through 1991, the Raiders have had 24 winning seasons, including 16 in a row from 1965 through the 1980 World Championship season. For these 29 years the Raiders have won 278 games, tied 11 and lost only 137 for a remarkable .670 winning percentage.

The astute, fearless leader who charted, then guided, the progress of the Raider organization during these challenging years is Owner-President of the General Partner Al Davis.

Davis' four-decade professional football story, from assistant coach of the Chargers, to head coach and general manager of the Raiders, Commissioner of the American Football League and finally to principal owner and chief executive officer of pro sports winningest team – the Los Angeles Raiders – is a standard that no one in the history of professional sports can match for winning and excellence.

In April, 1966, the then-36-year-old Davis, head coach and general manager of the Oakland Raiders, became Commissioner of the American Football League. This was a post he accepted reluctantly, for first and foremost Al Davis was a football coach. He knew that assuming the Commissionership could mean an end to his coaching career.

But AFL team owners, needing leadership, drive and direction in their battle with the older, rival National Football League, prevailed on Davis to accept the position. He was described by AFL president Ralph Wilson as "a coaching genius and an astute administrator." AFL owners pointed to his brilliant coaching, recruiting and administrative record and the unique high esteem in which he was held by players, coaches and media throughout the country.

Just eight weeks later, when pro football's two major leagues put an end to their six-year war, Davis was acclaimed nationally as the driving force who brought the leagues to the conference table. When the historic merger was completed, Davis resigned his post as AFL Commissioner to return to the Raiders as Managing General Partner and to continue to mold and build the greatness of the Raiders.

In 1969, Al Davis was a prime force in the dramatic realignment of professional football when two 13-team conferences – the AFC and NFC – were formed for 1970. He played a vital role in the development of the game as a participant in the prestigious NFL Competition Committee and, as a member of the NFL Owners Executive Committee, continues to be a major force in the growth and direction of all phases of professional football.

Al Davis first came to the then-hapless Raiders in January, 1963, dedicated to rescuing the faltering Oakland franchise and building the finest organization in professional sports. Just 33, Davis was the youngest man in pro football to hold the demanding dual positions of head coach and general manager.

But Al Davis already possessed 14 years coaching experience. He had been tabbed a "young coaching genius" by Sports Illustrated and "the most inventive mind in this country" by Scholastic Coach Magazine. The Raiders, with only nine wins in their 42-game history, were failing badly on the field and survival of both the franchise and the young American Football League was at stake.

Then 1963 saw the start of one of the greatest rehabilitation projects in sports history. Introducing a meticulously designed, explosive offense and entirely new concepts in team defense, the Raiders – "picked to finish dead last" – thundered to a 10-4-0 record and just missed the Division Championship. This nine-win improvement in just a single season still remains the greatest such accomplishment in the history of professional football.

Al Davis was named Coach of the Year by Associated Press, UPI, Sporting News and his fellow coaches. He became the first sports figure ever honored by the Chamber of Commerce as Oakland's Young Man of the Year.

Perhaps his most singular honor is having been chosen to make a record eight presentations of inductees to the Pro Football Hall of Fame. The eight great players to have selected Al Davis to make their enshrinement speeches are Lance Alworth, former Charger star, and Raiders Jim Otto, George Blanda, Willie Brown, Gene Upshaw, Fred Biletnikoff, Art Shell and Ted Hendricks.

In May of 1991, Al Davis was again singled out to receive the NFL Players Association's Retired Player Award of Excellence "for his contributions to the men who played the game."

Then on January 25, 1992, Al Davis was selected for membership in the Pro Football Hall of Fame – one of only 164 of the game's true greats to be so honored in the 72-year history of the National Football League. On August 1, 1992, Al Davis was formally enshrined in the Hall of Fame in ceremonies in Canton, Ohio. His selection, though overdue, clearly recognized his great record of leadership and accomplishments during a period in which he became the only man in modern professional football history to be a scout, assistant coach, head coach, general manager, league commissioner, team president and team owner - and a proven winner at each and every level.

Born July 4, 1929, Al Davis was raised in Brockton Mass., and later in Brooklyn, N.Y. He attended Wittenberg College and Syracuse University, earning a degree in English while playing football, basketball and baseball.

In 1950, Davis was named line coach at Adelphi College in New York. His innovative technical football articles published in the leading coaching magazines gained him wide attention and acclaim. He then went into the Army, being assigned as head football coach at Fort Belvoir, Va. There he molded a national-power service team and capped one season by defeating the University of Maryland, national collegiate champions, in a squad game.

Davis next served on the staff of the NFL's Baltimore Colts in 1954, at age 24, concentrating on personnel work. During 1955-56, he was line coach and chief recruiter at the Citadel. Davis then spent three years at the University of Southern California as line coach. In 1959, he was defensive coordinator at USC.

In 1960, Head Coach Sid Gillman hired Al Davis as offensive end coach of the newly formed Los Angeles Chargers. There Davis developed the most feared and imitated passing attack in football and kept the Chargers in the very forefront in the fight for college talent. From the Chargers in Los Angeles and then in San Diego, it was on to conquer the challenges with the Raiders in Oakland, beginning in 1963, and then in Los Angeles, beginning in 1982.

Aside from his deep love of the Raiders, Al Davis remains vitally interested in all phases of sports, both collegiate and professional, as well as local, regional and international events. ❑

ART SHELL, Head Coach

Raider Head Coach Art Shell faces the challenge of the 1990's with the same pride and purpose, the same will to win that has marked his four distinguished decades in Silver and Black.

This quiet giant, now in his third full season as head coach of professional sports winningest team, has been a Raider for 25 years – well over half his life. In 1990, the former great Raider player and assistant coach led the Silver and Black to the playoffs when the team posted a 12-4-0 record and won the American Football Conference Western Division Championship and came within one game of a fifth Super Bowl appearance. Then, in 1991, Shell guided the Raiders to the playoffs for their 17th time, posting a 9-7-0 record in the tough AFC Western Division.

Art Shell closed the previous decade – the tumultuous '80s – by being enshrined as the seventh Raider in the Pro Football Hall of Fame. He then opened the '90s by being named Pro Football Coach-of-the-Year, the fifth Raider head coach to earn this prestigious honor.

Now 46 years old, Art Shell was a Pro Bowl selection eight times – the most of any Raider – during a playing career that spanned three decades – the '60s, '70s and '80s.

In his first assignment as a Pro Bowl coach, after the 1990 season, Shell led the AFC to a win over the NFC All-Stars, becoming the very first former Pro Bowl player to ever come back and coach a winning team in this NFL All-Star Game. After the 1991 season, he coached the winning squad in the Senior Bowl College All-Star Game.

On October 3, 1989, Art Shell was named head coach of the Los Angeles Raiders by Owner/President of the General Partner Al Davis, after the fourth league game of the 1989 season.

"Art Shell represents Raider pride and poise. He's always had quality, self-esteem and dignity," said Davis at Shell's elevation to head coach after serving for seven seasons as an assistant coach.

Shell joined the Raider coaching staff in 1983 after retiring as an active player following 15 outstanding seasons as one of the greatest offensive tackles in professional football history.

"This organization is about winning," said Art Shell during the announcement of his hiring. "We're going to put our players in a position to win. We've had great players here. We've had great coaches. And I plan on following in that tradition of being a great coach."

In Art Shell's debut as head coach on October 9, 1989, before a sellout crowd in Giants Stadium and a huge Monday Night Football national television audience, the Raiders beat the New York Jets, 14-7. The Raiders went 7-5-0 in Shell's first season, including a 6-0-0 record at home in the Los Angeles

Memorial Coliseum. After the 1990 season Shell had a 19-9-0 league record as head coach of the Silver and Black, with a 12-2-0 mark in Coliseum home games. Then, leading the team to stirring come-from-behind triumphs such as the 23-20 overtime win against the Seahawks in the Kingdome and the 20-17 win over the Rams in the Coliseum, Shell added new conquests to the Raider tradition of greatness, meeting the challenges of 1991.

During Art Shell's playing career, the Raiders had a league record of 150-56-7, made the postseason playoffs 11 times and won two World Championships of Professional Football. Art Shell was the starting left tackle for the Raiders in both of these Super Bowl victories – Super Bowl XI after the 1976 season when the Raiders defeated the Minnesota Vikings, 32-14, in the Rose Bowl in Pasadena, California, and again in Super Bowl XV after the 1980 season when the Raiders downed the Philadelphia Eagles, 27-10, in the Louisiana Superdome in New Orleans.

Shell, who as a player combined massive size with outstanding talent, technique and intensity, earned his third Super Bowl ring as an assistant coach when the Los Angeles Raiders beat the Washington Redskins, 38-9, in Super Bowl XVIII in Tampa Stadium in Tampa, Florida.

Arthur Shell, Jr., was born November 26, 1946, in Charleston, South Carolina. Later, at Bonds-Wilson High School in North Charleston, he was All-State in football as a center and defensive tackle and All-State in basketball as a center. He is now a member of the State of South Carolina Hall of Fame.

Art Shell attended Maryland State College (now Maryland-Eastern Shore), graduating in 1968 with a Bachelor of Science degree in Industrial Arts. He was a three-time All-Conference tackle on both offense and defense, from 1965 through 1967, and an All-America selection in both 1966 and 1967. He also lettered two seasons in basketball.

Beginning his professional football career in 1968, Art Shell came into the NFL as a third round draft choice of the Oakland Raiders and the 80th player taken in that draft. He went on to play in 207 league games, third most in Raider history behind only fellow Pro Football Hall of Fame members Gene Upshaw (217 games) and Jim Otto (210 games). Shell also participated in 23 playoff games from 1968 thru 1982.

Art Shell played in 156 consecutive league games from 1968 thru 1978 before a knee injury in a 1979 preseason game forced him to miss the first five league games that season - the only games he missed during 15 years of play. He then played in another 51 consecutive games before retiring after the 1982 playoffs.

Shell is the ninth head coach in the 33-year history of the Raiders organization. With his being named Coach-of-the-Year by UPI, Sports Illustrated, The Sporting News, Football News and the Maxwell Club, Art Shell joins four of those coaches who were named to this same special honor – Al Davis, John Rauch, John Madden and Tom Flores.

The Shell family consists of wife Janice and two sons, Arthur III, 18, and Christopher, 16. ❑

Assistant Coaches

FRED BILETNIKOFF, 18th year with Raiders, third as assistant coach, wide receivers. Wide receiver at Florida State, 1962-64. College coaching: Palomar J.C., 1983; Diablo Valley J.C., 1984. Pro Coaching: Oakland Invaders (USFL), 1985; Arizona Outlaws (USFL), 1986; Calgary Stampeders (CFL), 1987-88. Pro experience: Wide receiver, Oakland Raiders, 1965-78, Montreal Alouettes (CFL), 1980.

GUNTHER CUNNINGHAM, second year with Raiders, defense, linebackers. Linebacker and placekicker at Oregon. College coaching: Oregon, 1969-71; Arkansas, 1972; Stanford, 1973-76; California, 1977-80. Pro coaching: Hamilton Tiger-Cats (CFL), 1981; Indianapolis Colts, 1982-84; San Diego Chargers, 1985-90.

KIM HELTON, third year with Raiders, offensive line. Center at Florida, 1967-69. College coaching: Florida, 1972-78; Miami, 1979-82. Pro coaching: Tampa Bay Buccaneers, 1983-86; Houston Oilers, 1987-89.

RONNIE JONES, first year with Raiders, linebackers. Running back at Northwestern Oklahoma State. College coaching: Arizona State, 1985-86; Tulsa, 1984; Northeastern Oklahoma State, 1979-83. Pro coaching: Philadelphia Eagles, 1987-90; L.A. Rams, 1991.

EARL LEGGETT, 11th year with Raiders, defensive line. Tackle at Louisiana State, 1955-56. College coaching: Nicholls State, 1971; Texas Christian, 1972-73. Pro coaching: Southern California Sun (WFL) 1974-75; Seattle Seahawks, 1976-77; San Francisco 49ers, 1978; Los Angeles Raiders, 1980-88; Denver Broncos, 1989-90. Pro experience: Defensive tackle, Chicago Bears, 1957-65; Los Angeles Rams, 1966, New Orleans Saints, 1967-68.

ODIS McKINNEY, tenth year with Raiders, defensive backs. Defensive back at Colorado, 1976-77. Pro experience: Defensive back, New York Giants, 1978-79; Oakland/Los Angeles Raiders, 1980-85, '86; Kansas City Chiefs, 1985.

STEVE ORTMAYER, 12th year with Raiders, special teams/football operations. Center at Vanderbilt, 1964; LaVerne, 1965-67. College coaching: Colorado, 1967-73; Georgia Tech, 1974. Pro Coaching: Kansas City Chiefs, 1975-77; Oakland/Los Angeles Raiders, 1978-86. Director of Football Operations, San Diego Chargers, 1987-89.

TERRY ROBISKIE, 14th year with Raiders, fourth as assistant coach, tight ends. Running back at Louisiana State, 1973-76. Pro experience: Running back, Oakland Raiders, 1977-79; Miami Dolphins, 1980-81.

JOE SCANNELLA, 12th year with Raiders, running backs. Quarterback at Lehigh, 1947-50. College coaching: Cornell, 1952-62; head coach, C.W. Post, 1963-67; head coach, Vermont, 1970-71. Pro coaching: Montreal Alouettes (CFL), 1969; Oakland Raiders, 1972-77; head coach, Montreal Alouettes (CFL), 1978-81; Cleveland Browns, 1982-84. Pro experience: Quarterback and safety, Saskatchewan Roughriders (CFL), 1951-52.

TODD SPERBER, eighth year with Raiders, second as assistant coach, strength and conditioning. Has also served as assistant trainer, Los Angeles Raiders, since 1985.

JACK STANTON, third year with Raiders, defensive backs. Running back at North Carolina State, 1959-60. College coaching: George Washington, 1966; North Carolina State, 1968-72; Florida State, 1973, 1976-83; North Carolina, 1974-75; Purdue, 1986; New Mexico, 1987-88.

TOM WALSH, 11th year with Raiders, offense. College coaching: University of San Diego, 1972-76; head coach, United States International, 1979; Murray State, 1980; Cincinnati, 1981.

MIKE WHITE, third year with Raiders, quarterbacks. Offensive end at California, 1955-57. College coaching: California, 1958-63; Stanford, 1964-71; head coach, California, 1974-77; head coach, Illinois, 1980-87. Pro coaching, San Francisco 49ers, 1978.

DOUG WILKERSON, third year with Raiders, strength and conditioning. Offensive guard at North Carolina Central, 1967-69. Pro experience: Offensive guard, Houston Oilers, 1970; San Diego Chargers, 1971-85. ❑

Front row (left to right): Mike White, Odis McKinney, Ronnie Jones, Todd Sperber, Gunther Cunningham, Fred Biletnikoff. Back row: Kim Helton, Joe Scannella, Doug Wilkerson, Steve Ortmayer, Earl Leggett, Tom Walsh, Terry Robiskie, Jack Stanton.

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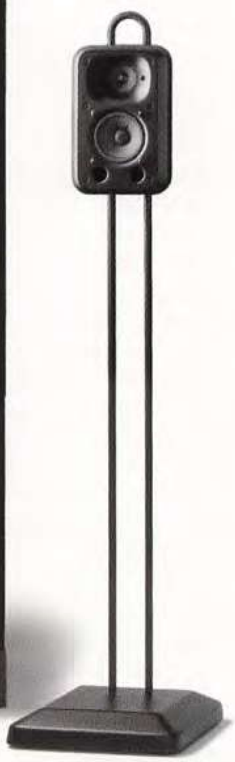

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THE GREATNESS OF THE RAIDERS

For a total span of more than thirty years, stretching over four decades – the '60s, '70s, '80s and now the '90s – the Raiders have been the most dominant team in major professional sports since Al Davis first pledged in 1963 to build the finest organization in pro sports.

With few arguments, those who follow pro football will grant that the Green Bay Packers were the NFL team of the '60s, the Pittsburgh Steelers the team of the '70s and the San Francisco 49ers the team of the '80s. But only one team was dominant throughout those three memorable decades and has continued its tradition of greatness on into the present decade - the '90s.

The Raiders – first in Oakland and now in Los Angeles – have been "The Team For All Decades."

The Raiders – proud winners of three World Championships of Professional Football – are the only team to have been in Super Bowls in the '60s, the '70s and the '80s.

The Raiders are the only original American Football League team to have won a Super Bowl since 1969 – and have already done so three times, outscoring their combined opponents, 97-33 – an average of victory by over 21 points per Super Bowl.

The Raiders are the only American Football Conference team to have won a Super Bowl in the '80s – and did so twice, by 17 and 29 point margins. The Raiders are the only AFC team – and one of only two NFL teams – to have won Super Bowls under more than one head coach.

Since 1963, when Al Davis first took over the fading Oakland franchise that had struggled to win only nine of the 42 league games played in the initial three seasons of the new American Football League, the Raiders have totally dominated professional football in terms of consistent victory. During the 29-year span from that 1963 campaign thru 1991, the Raiders won 278 league games, tied 11 and lost only 137, standing alone atop the National Football League with a .670 winning percentage.

For four decades the Raiders have continually defied great odds – on and off the field – to maintain their unparalleled level of excellence as pro sports winningest team. Since 1967, when the Raiders won the AFL Championship and went to the Super Bowl in their very first season in the playoffs, the Silver and Black battled its way into the playoffs 17 times, played in 12 Championship games, won or shared 14 Division Championships and won the American Football League Championship, three American Football Conference Championships and three World Championships of Professional Football.

TOP PROFESSIONAL SPORTS RECORDS: 1963 – 1991

Pro Sport	Top Team In Sport	Winning Percentage
1. Football	**LOS ANGELES RAIDERS**	**.670**
2. Basketball	Boston Celtics	.657
3. Hockey	Montreal Canadiens	.649
4. Baseball	Baltimore Orioles	.550

Seven of the greatest players to have worn the Silver and Black with pride and distinction, as well as owner-leader Al Davis, have already been enshrined in the Professional Football Hall of Fame. Five different Raider head coaches have already been selected as Pro Football Coach-of-the-Year.

In 1970, as the Raiders began their second decade of play, two new football series began in the National Football League. Merged play between former AFL and established NFL teams became a reality. In the 1970-1991 period of inter-conference play the Raiders compiled a remarkable record of 52-26-1 against NFC opponents.

The other very popular addition to pro football in 1970 was Monday Night Football. The Raider total domination of this prime-time ABC Television series has seen the Silver and Black build an incredible record of 29-8-1 from 1970 thru 1991. During this three decade period the Raiders have never lost a Monday Night Football Game at home, earning a 12-0-0 record.

The Raiders rose from the most humble beginnings. Going 9-33-0 in the first three seasons, the Raiders were floundering - threatening to take the new American Football League down to its destruction. The Oakland Raiders had actually played their 1960 and 1961 home games in San Francisco – first in Kezar Stadium and then in Candlestick Park. In 1962, a 19,000 seat temporary facility was erected on what is now the campus of Laney College in Oakland, adjacent to the Nimitz Freeway, as home of the Raiders.

From this very shaky start, fraught with peril and media ridicule nationally, Al Davis converted aspirations and dreams into reality – hard, proven reality. Already obsolete, Frank Youell Field was now home to a colorful, crowd pleasing team that won 10 games in 1963 – Davis' first year as head coach and general manager. Ten wins in one year after only nine in the three seasons before Davis arrived.

An organization of dedicated, determined people with singular goals was carefully crafted by Al Davis, who in 1963 became the youngest man to hold the demanding dual role of head coach and general manager. His dream, nurtured by observing two great baseball teams, during his youth – the New York Yankees who epitomized size and power and the Brooklyn Dodgers who represented speed and daring – became a reality in Oakland.

Frank Youell Field became the birthplace of a system of aggressive, attacking, pressure football that revolutionized the game.

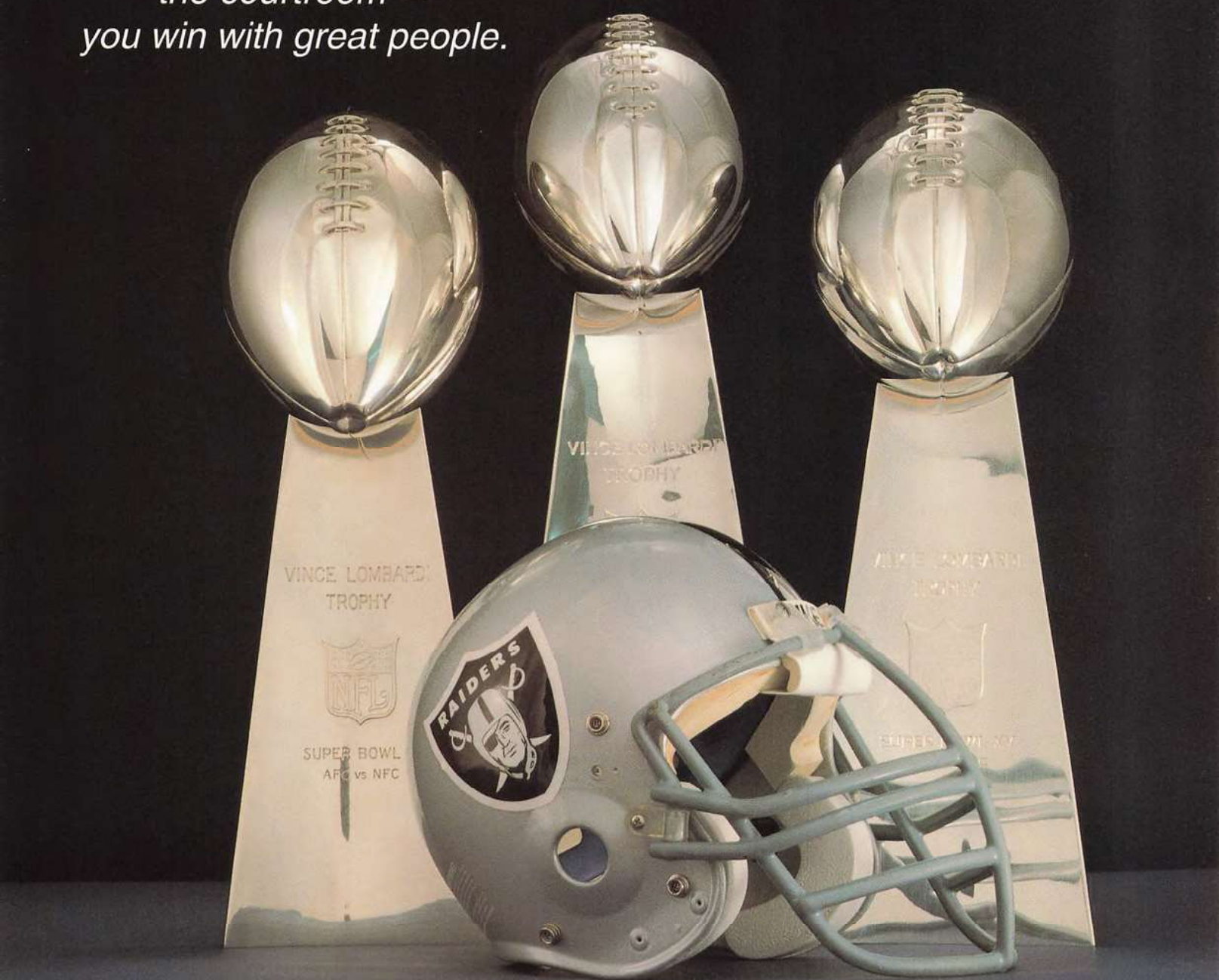
Unique concepts on offense – such as the vertical passing game including running backs and tight ends as deep receivers. On defense – tight man-to-man coverage utilizing "bump-and-run" principles, first became trends and then the norm throughout pro football. From mini-camps to situation substitution to team post-game parties, the Raiders were pioneers, pace-setters, often controversial, always colorful, strongly independent but feared, respected and imitated.

But football – Raider football – remains always a people game. The "X's and O's" are important but in the clutch – whether its on the field or in the office, in the training room, the equipment room or the courtroom – you win with great people.

And great people – from top to bottom, headliners or role players – have been as much a part of Al Davis' Raider organization as those with battle-scarred silver helmets with the pirate head and crossed swords. Thru 1991, 575 have worn those helmets in league game combat. And each of the 575 different players are enshrined in the hearts of their teammates and loyal Raider fans, everywhere.

Whether one of the ten different Smiths to have played for the Raiders – Anthony, Bubba, Charles, Hal, James, Jim, Jimmy, Ron, Steve or Willie, or the one and only George Blanda, every one of these 575 players made a Commitment to Excellence. Every one demonstrated Raider Will to win. The greatness of the Raiders has been achieved by players, coaches, staff, administrators, partners and owners. To them – each and every one of them – THE GREATNESS OF THE RAIDERS is dedicated. ❑

The "X's and O's" are important but in the clutch – whether it's on the field or in the office, in the training room, the equipment room or the courtroom – you win with great people.



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RAIDERS
VS. NFL TEAMS

Opponent (1960-91)	1st Met	W	L	T	Win Pct.
ATLANTA FALCONS	1971	4	3	0	.571
BUFFALO BILLS	1960	13	14	0	.481
CHICAGO BEARS	1972	4	3	0	.571
CINCINNATI BENGALS	1968	14	5	0	.737
CLEVELAND BROWNS	1970	8	2	0	.800
DALLAS COWBOYS	1974	3	1	0	.750
DENVER BRONCOS	1960	43	18	2	.705
DETROIT LIONS	1970	5	2	0	.714
GREEN BAY PACKERS	1972	5	1	0	.833
HOUSTON OILERS	1960	19	13	0	.594
INDIANAPOLIS COLTS	1971	4	2	0	.667
KANSAS CITY CHIEFS	1960	34	27	2	.557
LOS ANGELES RAMS	1972	5	2	0	.714
MIAMI DOLPHINS	1966	14	2	1	.875
MINNESOTA VIKINGS	1973	5	2	0	.714
NEW ENGLAND PATRIOTS	1960	12	12	1	.500
NEW ORLEANS SAINTS	1971	3	2	1	.600
NEW YORK GIANTS	1973	3	2	0	.600
NEW YORK JETS	1960	13	9	2	.591
PHILADELPHIA EAGLES	1971	2	3	0	.400
PITTSBURGH STEELERS	1970	7	3	0	.700
PHOENIX CARDINALS	1973	2	1	0	.667
SAN DIEGO CHARGERS	1960	40	22	2	.645
SAN FRANCISCO 49ERS	1970	5	2	0	.714
SEATTLE SEAHAWKS	1977	14	14	0	.500
TAMPA BAY BUCCANEERS	1976	2	0	0	1.000
WASHINGTON REDSKINS	1970	4	2	0	.667
TOTALS		**287**	**170**	**11**	**.628**

Five Named "Coach of the Year"

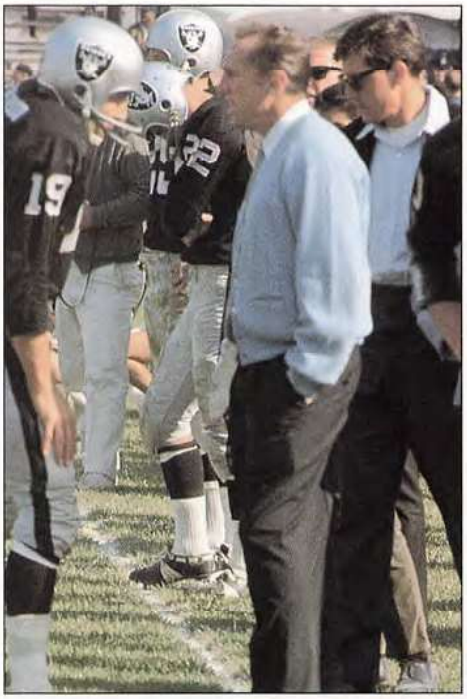
Another tribute to the greatness of the Raider organization is the selection of five of the last six head coaches as "Coach of the Year", beginning with Al Davis in 1963.

AL DAVIS.....1963
JOHN RAUCH 1967
JOHN MADDEN.....1969
TOM FLORES.....1982
ART SHELL 1990

In 1963, after the Oakland Raiders had finished with a 1-13-0 record in 1962, poorest in all of professional football, Al Davis was named Head Coach and General Manager and the incredible climb to the pinnacle of professional sports was underway. In 1963 Al Davis led his Raiders to a 10-4-0 record, missing the Division Championship by a single game. This nine win improvement remains the best single-season gain in pro football history. Davis then became the first Raider head coach honored as "Coach of the Year."

In 1967, after Al Davis returned to the Raiders after his dramatic leadership as Commissioner for the American Football League, one of his former assistant coaches – John Rauch – as head coach, took the Oakland Raiders to a 13-1-0 season, the AFL Championship and a berth in Super Bowl II. That single-loss season for the Raiders has been topped only once in professional football in the 25 years since.

In 1969, Raider Managing General Partner Al Davis again reached into the team's coaching staff, naming 32-year old John Madden as head coach of the Silver and Black. The intense, affable Madden



(Clockwise from upper left): Al Davis, John Rauch, John Madden, Tom Flores and Art Shell.

readily accepted the challenge and took the Raiders to a 12-1-1 league season and an eventual berth in the Conference Championship Game. John Madden went on to become the youngest pro head coach in the modern era to win 100 games in his first ten seasons.

In 1982, amidst the turbulence and uncertainty of the franchise relocation and the 55-day mid-season players' strike, Tom Flores calmly directed the Raiders to an 8-1 record in the strike-shortened season, a mark untopped in the league that year. Flores, another former Raider assistant coach as well as the team's original quarterback in the historic 1960 start-up season, put the Raiders into the playoffs for the 12th time in a 16-year span.

Then, in 1990, in just his first full year as head coach of the Los Angeles Raiders, Art Shell led the team to an impressive 12-4-0 record and to the playoffs for the 16th time. The former Raider offensive tackle – one of seven of Al Davis' great players enshrined in the Pro Football Hall of Fame – had been an assistant coach for the famed and feared Silver and Black for seven years after 15 seasons as one of the game's stellar offensive linemen. Shell joined Al Davis and John Madden as Raider head coaches named coach of the year in their first season in this demanding job. ❑

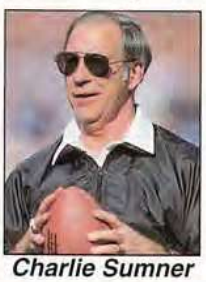
THE RAIDERS - A CRUCIBLE FOR COACHES

Five of the nine head coaches during the Raiders four decades of greatness have been honored as pro football Coach-of-the-Year. But the continued greatness of the organization is apparent in another area of the coaching profession - the many Raider assistant coaches and players who moved on to become head coaches in college and/or professional football after first having their football philosophy shaped and sharpened within the Raider organization.

WILLIE BROWN	CALIFORNIA STATE UNIVERSITY-LONG BEACH
TOM FLORES	OAKLAND-LOS ANGELES RAIDERS, SEATTLE SEAHAWKS
LARRY KENNAN	LONDON MONARCHS (WORLD LEAGUE)
JOHN MADDEN	OAKLAND RAIDERS
RAY MALAVASI	LOS ANGELES RAMS
WALT MICHAELS	NEW YORK JETS
WARREN POWERS	UNIVERSITY OF MISSOURI
JOHN RAUCH	OAKLAND RAIDERS, BUFFALO BILLS
PAUL ROACH	UNIVERSITY OF WYOMING
JOHN ROBINSON	UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES RAMS
JOE SCANNELLA	MONTREAL ALOUETTES (CANADIAN LEAGUE)
ART SHELL	LOS ANGELES RAIDERS
CHARLIE SUMNER	OAKLAND INVADERS (USFL)
JIM SWEENEY	FRESNO STATE UNIVERSITY
BILL WALSH	STANFORD UNIVERSITY, SAN FRANCISCO 49ERS
RAY WILLSEY	LONDON MONARCHS (WORLD LEAGUE)

John Robinson

Ray Malavasi



Charlie Sumner

Bill Walsh

The Raiders and The Heisman

Billy Cannon

Jim Plunkett

Marcus Allen

The Heisman Trophy is awarded annually to the best player in college football, by the New York Athletic Club.

As another symbol of the Greatness of the Raiders, five Heisman Trophy winners have proudly worn the Silver and Black.

Billy Cannon, first of the Raider Heisman Trophy winners, was a great running back at LSU in the late fifties before being drafted after the 1959 season by the Houston Oilers of the newly formed American Football League and the Los Angeles Rams of the older, established National Football League. Signed by the Oilers, Cannon played running back for four seasons with Houston, helping them win the first two AFL Championships in 1960 and 1961. He was traded to the Raiders in 1964 in one of the earliest in a series of aggressive personnel moves made by head coach-general manager Al Davis to put his Raiders ahead of the pack. Eventually converted to tight end by Davis, Cannon went on to post Raider career stats of 134 receptions for 2,268 yards and 25 touchdowns – fourth best among all-time Raider tight ends. Cannon's great size/speed ratio enabled him to set two records for Raider tight ends that still stand – a career average of 16.9 yards per catch and a single longest reception of 75 yards. He started for the Raiders in Super Bowl II.

Jim Plunkett led his Stanford University team to a Rose Bowl victory before being named Heisman Trophy winner after the '70 college season. He was the very first player taken in the 1971 NFL draft, going to the New England Patriots where he became their starting quarterback as a rookie. In a major trade involving four draft choices, the San Francisco 49ers obtained Plunkett in 1976. After struggling for two seasons with a rebuilding team, he was waived by the 49ers late in the 1978 preseason. Plunkett cleared waivers and shortly thereafter was brought in as a free agent by Al Davis. He didn't throw a pass in '78 and only 15 in '79. but in 1980, Jim Plunkett moved in as the starter when regular Dan Pastorini went down with a season-ending injury in the fifth game of the season, with the Raiders off the pace with a 2-3-0 record. With Plunkett at quarterback the Raiders won 13 of their next 15 games, including three playoff games and a Super Bowl XV triumph over the favored NFC Champion Philadelphia Eagles, 27-10, in the Louisiana Superdome in New Orleans. Plunkett led the Silver and Black into those 1980 playoffs as a "wild card" team and he emerged as Most Valuable Player in Super Bowl XV. In his nine seasons as a Raider, Jim Plunkett completed 56.6 percent of his passes (960 of 1697) for 12,665 yards and 80 touchdowns. He set a record for the longest pass completion in Raider history — a 99-yarder to Cliff Branch in 1983. The Raiders were 38-19-0 in league games Plunkett started and 8-2-0 in postseason games in which he opened at quarterback, including World Championship victories in Super Bowl XV and Super Bowl XVIII.

Marcus Allen, college football's top player in 1981 as the tailback for the University of Southern California, set 12 NCAA records while with the Trojans. He was a rare rookie starter for the Raiders in 1982 after being the organization's first round draft choice, and led the NFL in scoring that season. A year later, in 1983, Allen had the first of his three 1,000 yard rushing seasons and, with 191 yards rushing, was named Most Valuable Player as the Raiders routed the Redskins, 38-9, in Super Bowl XVIII in Tampa Stadium in Tampa, Florida. Allen holds numerous team records and the league's best of 11 consecutive 100-yards rushing games. He is the Raiders all-time rushing leader with 8,244 yards on 2,023 carries from 1982 thru 1991. In that same ten-season span he set a Raider record with 95 touchdowns scored. He caught 418 passes for an additional 3,981 yards in that span and has more receptions than any running back to have played his career in the AFC. Allen has had 22 100-yard rushing games and three 100-yard receiving games in his first ten seasons in Silver and Black.

Bo Jackson, voted as the best college football player in 1985 for his achievements at Auburn University, has been

Bo Jackson

Tim Brown

widely acclaimed for his great physical assets. But an underlying will to win was a key to his exploits in all his athletic endeavors. Originally selected as the first player in the NFL draft in 1986 by Tampa Bay, he chose to play baseball instead. Eligible again for the draft in '87, he was chosen in round seven by the Raiders and then fooled everyone — except the Raiders — by signing to play football once the baseball season with the Kansas City Royals ended. Jackson immediately made his mark in the NFL, receiving Rookie of the Year honors after averaging 6.8 yards per carry and having a record-setting 221-yard, three touchdown performance on a Monday night win in Seattle. In four shortened seasons with the Raiders, Jackson set a club record career rushing average of 5.4 yards per carry and became the only ball carrier in NFL history to have two runs from scrimmage of over 90 yards. He is also the only player in the history of the two sports to have been chosen to play in both the NFL Pro Bowl and the Major League Baseball All-Star Game. Though participating in only 38 league games for the Raiders before a hip injury ended his career, Bo Jackson became the ninth all-time Raider rusher with 2,782 yards on only 515 carries.

Tim Brown, winner of the Heisman Trophy in 1987 when he led Notre Dame as a receiver, running back, punt and kickoff returner, was the first of three Raider first round draft choices in 1988. He made his presence felt immediately with a 97-yard kickoff return for a touchdown in the opening game of his rookie season. In that '88 campaign Tim Brown set an NFL rookie-record for total yardage of 2,316 yards on pass receptions, rushing, kickoff returns and punt returns. His 75-yard punt return for a score against the Cincinnati Bengals in 1991 made him the only player in history to have scored on both a punt return and kickoff return for the Raiders. In just 49 league games as a Raider through 1991, Brown already ranks 23rd among all-time Raider receivers with 98 receptions (for 1,552 yards and 13 touchdowns). He is fifth in punt returns in club history with 116 for 1,112 yards and ninth in kickoff returns with 1,190 yards on 45 runbacks.

Five great athletes — Billy Cannon, Jim Plunkett, Marcus Allen, Bo Jackson and Tim Brown — from five great schools — LSU, Stanford, USC, Auburn and Notre Dame — who had two great experiences in common — winning the Heisman Trophy and playing winning football for the Raiders. ❑

HEISMAN YEAR	PLAYER	COLLEGE POS.	COLLEGE	RAIDER YEARS	RAIDER POSITION
1959	Billy Cannon	RB	LSU	1964-1969	TE
1970	Jim Plunkett	QB	Stanford	1978-1986	QB
1981	Marcus Allen	RB	Southern Cal.	1982-	RB
1985	Bo Jackson	RB	Auburn	1987-1990	RB
1987	Tim Brown	RB-WR	Notre Dame	1988-	WR

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The Raiders were well represented at the 1980 Pro Bowl by Ray Guy (8), Lester Hayes (37), Art Shell (78) and Ted Hendricks (83).

RAIDERS IN THE AFC-NFC PRO BOWL, 1970-1991

MARCUS ALLEN	RB	5	(1982-86*, '87)	DARYLE LAMONICA	QB	2	(1970, '72)
FRED BILETNIKOFF	WR	4	(1970, 71, '73, '74)	HENRY LAWRENCE	T	2	(1983, '84)
CLIFF BRANCH	WR	4	(1974-77)	HOWIE LONG	DE	6	(1983-87, '89)
BOB BROWN	T	1	(1971*)	RONNIE LOTT	S	1	(1991)
TIM BROWN	KR	2	(1988, '91)	ROD MARTIN	LB	2	(1983-84)
WILLIE BROWN	CB	4	(1970-73)	VANN McELROY	S	2	(1983-84)
DAVE CASPER	TE	4	(1976-79)	MATT MILLEN	LB	1	(1988)
RAYMOND CHESTER	TE	4	(1970-72, '79)	DON MOSEBAR	C	3	(1986, '90, '91)
TODD CHRISTENSEN	TE	5	(1983-87)	JIM OTTO	C	3	(1970-72)
DAVE DALBY	C	1	(1977)	GREG PRUITT	KR	1	(1983)
HEWRITT DIXON	RB	1	(1970)	HARRY SCHUH	T	1	(1970)
JEFF GOSSETT	P	1	(1991)	ART SHELL	T	8	(1972-78, '80)
RAY GUY	P	7	(1973-78, '80)	OTIS SISTRUNK	DT	1	(1974)
LESTER HAYES	CB	5	(1980-84)	KEN STABLER	QB	4	(1973-74, '76*, '77)
MIKE HAYNES	CB	3	(1984-86)	JACK TATUM	S	3	(1973-75*)
TED HENDRICKS	LB	4	(1980-83)	GREG TOWNSEND	DE	2	(1990-91)
ETHAN HORTON	TE	1	(1991)	GENE UPSHAW	G	6	(1972-77)
MARV HUBBARD	RB	3	(1971-73)	MARK VAN EEGHEN	RB	1	(1977)
JEFF JAEGER	K	1	(1991)	PHIL VILLAPIANO	LB	4	(1973-76)
KENNY KING	RB	1	(1980*)	STEVE WISNIEWSKI	G	2	(1990-91)
BO JACKSON	RB	1	(1990*)				

(Selected, but did not play)*

RAIDERS IN THE AFL ALL-STAR GAME, 1961-69

GEORGE ATKINSON	CB	2	(1968-69)	TOM KEATING	DT	2	(1966-67)
FRED BILETNIKOFF	WR	2	(1967, '69)	DARYLE LAMONICA	QB	2	(1967, '69*)
DAN BIRDWELL	DT	1	(1968)	ISAAC LASSITER	DE	1	(1966)
GEORGE BLANDA	K	1	(1967)	ARCHIE MATSOS	LB	1	(1963)
WILLIE BROWN	CB	3	(1967-69)	KENT McCLOUGHAN	CB	2	(1966, '67*)
BILLY CANNON	TE	1	(1969)	ALAN MILLER	RB	1	(1961)
DAN CONNERS	LB	3	(1966-68)	GUS OTTO	LB	1	(1969)
DAVE COSTA	DT	1	(1963)	JIM OTTO	C	9	(1961-69)
CLEM DANIELS	RB	4	(1963-66)	ART POWELL	WR	4	(1963-66)
BEN DAVIDSON	DE	3	(1966-68)	HARRY SCHUH	T	2	(1967, '69)
COTTON DAVIDSON	QB	1	(1966)	GENE UPSHAW	G	1	(1968)
HEWRITT DIXON	RB	3	(1966-68)	WARREN WELLS	WR	1	(1968)
TOM FLORES	QB	1	(1966)	FRED WILLIAMSON	CB	3	(1961-63)
DAVE GRAYSON	CB-S	3	(1965-66, '69)	NEMIAH WILSON	CB	1	(1967)
WAYNE HAWKINS	G	5	(1963-67)				

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11/11	Sacramento	7:30 pm	12/16	Golden State	7:30 pm	1/14	Lakers	7:30 pm	2/18	Washington	7:30 pm	4/2	Atlanta	7:30 pm
11/17	Detroit	7:30 pm	12/18	Minnesota	7:30 pm	1/18	@ Minnesota	5:30 pm	2/23	Sacramento	7:30 pm	4/4	Dallas	6:00 pm
11/24	@ Houston	5:30 pm	12/22	Dallas	7:30 pm	1/27	Utah	7:30 pm	3/2	Houston	7:30 pm	4/6	@ Houston	5:30 pm
11/25	@ Dallas	5:30 pm	12/30	Boston	7:30 pm	2/2	Phoenix	7:30 pm	3/10	New Jersey	7:30 pm	4/10	Denver	7:30 pm
11/27	Denver	7:30 pm	1/3	@ Boston	4:00 pm	2/6	Sacramento	7:30 pm	3/12	Minnesota	7:30 pm	4/22	Seattle	7:30 pm
12/3	Orlando	7:30 pm	1/5	@ Indiana	5:30 pm	2/9	@ San Antonio	5:30 pm	3/20	Utah	7:30 pm	4/25	Portland	12:30 pm

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COMMITMENT TO EXCELLENCE

THE GREATNESS OF THE RAIDERS

In 1967, the Raiders first of 17 years in the Playoffs and first of four Super Bowl appearances, the Oakland Raider Booster Club established an award to be given annually by vote of his teammates, to "the player who best exemplifies the pride, poise and spirit of the Raiders." The award was named the Gorman Award in honor of the late William Gorman – an Oakland Bank of Commerce executive who had helped form the very first Booster Club to support the team and to raise money for worthwhile charitable activities, such as the Children's Hospital.

The first Gorman Award winner was quarterback Daryle Lamonica. In the years since, 16 different player have won this award and its replacement after the move to Los Angeles – the Commitment to Excellence Award.

Seven times the award has been voted to quarterbacks, five times to running backs, three times to defensive linemen, three times to linebackers and twice to offensive linemen, tight ends and defensive backs.

Players who were chosen by their teammates more than once are running back Marcus Allen (4), quarterback Ken Stabler (3), center Jim Otto (2), linebacker Rod Martin (2) and defensive end Greg Townsend (2). Sixteen of the Award winners have played on offense, eight on defense.

Daryle Lamonica

Jim Otto

Willie Brown

George Blanda

Marv Hubbard

Ken Stabler

Pete Banaszak

Dave Casper

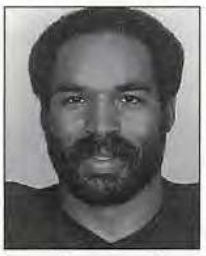
OAKLAND RAIDERS "GORMAN AWARD" WINNERS (1967-1981)

1967	DARYLE LAMONICA	QB
1968	JIM OTTO	C
1969	WILLIE BROWN	CB
1970	GEORGE BLANDA	QB-K
1971	JIM OTTO	C
1972	MARV HUBBARD	RB
1973	KEN STABLER	QB
1974	KEN STABLER	QB
1975	PETE BANASZAK	RB
1976	KEN STABLER	QB
1977	MARK van EEGHEN	RB
1978	DAVE CASPER	TE
1979	RAYMOND CHESTER	TE
1980	TED HENDRICKS	LB
1981	ROD MARTIN	LB

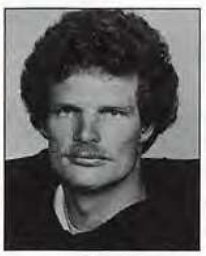
LOS ANGELES RAIDERS "COMMITMENT TO EXCELLENCE" AWARD WINNERS

1983	ROD MARTIN	LB
1984	MARCUS ALLEN	RB
1985	MARCUS ALLEN	RB
1986	BILL PICKEL	DT
1987	MARCUS ALLEN	RB
1988	MARCUS ALLEN	RB
1989	GREG TOWNSEND	DE
1990	GREG TOWNSEND	DE
1991	RONNIE LOTT	S

Mark van Eeghen



Raymond Chester

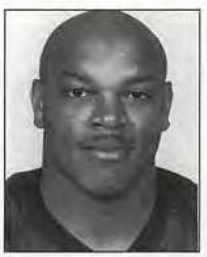


Ted Hendricks

Rod Martin

Marcus Allen

Bill Pickel



Greg Townsend

Ronnie Lott

Statistics are one means of measuring a man's accomplishments. But they are not a true measure of the man.

CLIFF BRANCH
Wide Receiver

Al Davis has been quoted as describing a great player this way — "A great player is one who makes big plays in big games."

The biggest games in the National Football League each year are the playoffs — the postseason games that lead to producing the World Champions of Professional Football each year. In the pass receiving department, the single most productive player in postseason games in the history of the National Football League is former Raider wide receiver Cliff Branch.

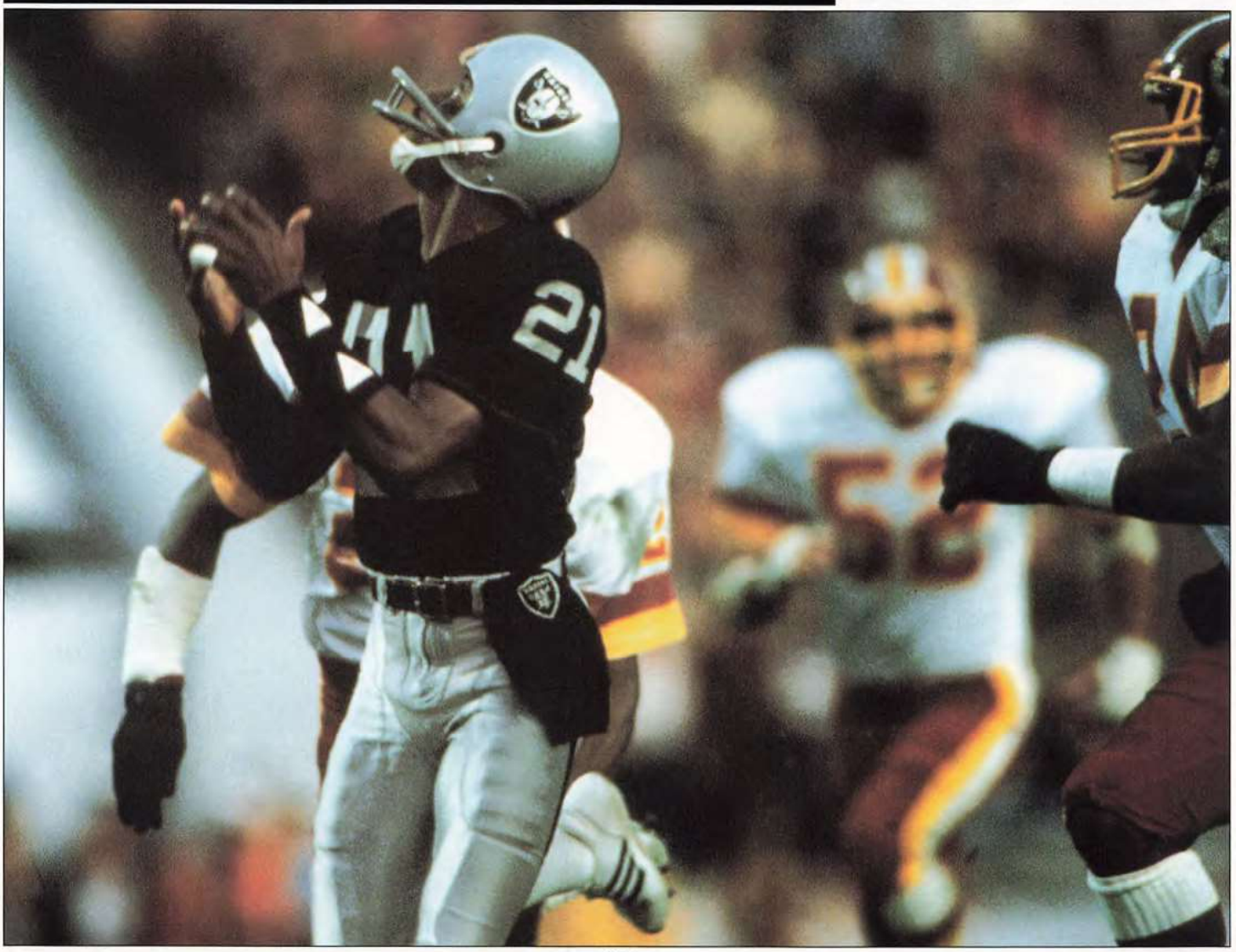
Cliff Branch, who wore the famed Silver and Black for 14 years — from 1972 thru 1985 — caught more passes in playoff games than any player in NFL history. Cliff Branch gained more yardage on pass receptions in playoff games than any other player in NFL history.

Cliff Branch was at his very best in the biggest of games!

Though his Olympic-level speed was uncommon among pro players, it was not absolutely rare. There were others as fast, though probably none faster, than Cliff Branch.

At 5-11 (stretched out, early in the morning), 170 pounds (right after a meal), Cliff Branch frightened no one based solely on his size.

Branch gets open deep against the Redskins at Super Bowl XVIII.



He never spent a lot of time lifting weights. He didn't run on the beach with weights on his ankles or tugging a parachute or rigged into harness pulling a truck.

But what Cliff did do for the Raiders for ten seasons in Oakland and four in Los Angeles was to get open, get the ball and go deep or go deep and get the ball. In his 14 campaigns as a Raider, he caught 501 passes for 8,685 yards and 67 touchdowns. He averaged 17.3 yards per catch.

Cliff Branch still holds the Raider record and shares the NFL record for the longest pass reception — a 99-yard play against the Washington Redskins in R.F.K. Stadium in the nation's capitol on October 2, 1983. It was classic Raider football. A bomb up the left sideline, thrown by strong-armed Jim Plunkett so Cliff could take it in stride and outrun everybody or anybody.

In the 22 playoff games he participated in, Cliff Branch caught 73 passes for 1,289 yards and ten touchdowns. Three of those touchdowns came in Super Bowls. He averaged 17.7 yards per catch in postseason action, consistent with his league career average. Fourteen of his 73 receptions came in the Raiders three Super Bowl victories — Super Bowl XI win over the Vikings, Super Bowl XV win over the Eagles and Super Bowl XVIII win over the Redskins.

With his great speed there was no way a Raider playoff opponent would ever overlook the former University of Colorado star whom the Raiders drafted in the fourth round in 1972. No, in the playoffs Cliff Branch would expect double coverage — at least. He'd face bump-and-run, bump-and-hold and just plain hold. He'd run into linebackers and safeties head-hunting him, but intimidation — vocal or physical — just brought a smile to his lips, a chuckle to his throat.

Cliff Branch would be challenged by the best man-to-man coverage cornerback the enemy employed. Whether the opponents were the Kansas City Chiefs or Pittsburgh Steelers or Houston Oilers, whether the Minnesota Vikings, Philadelphia Eagles or Washington Redskins, diminutive number 21 — Clifford Branch — drew the best defenders and beat the best in the biggest of games.

That highlights his right to be remembered as one of the game's greatest players. ❑

RAY GUY
Punter

RECORD MAKERS, RECORD BREAKERS

For 14 years — from 1973 thru 1986 — Ray Guy brought fans to their feet, put stop-watches in the hands of the television broadcasters and curses on the lips of those coaching against the Raiders — as he dominated big games for the Silver and Black as pro football's premier punter.

Ray Guy punted 1,049 times for the Raiders in 14 league seasons, averaging 42.5 yards per punt. His punts traveled a total of 44,541 yards — that's 25.3 miles!

1,049 punts — that is just a few less punts than the career pass receiving totals of Raider wide receiving greats Fred Biletnikoff and Cliff Branch COMBINED! That's more punts than the number of rushes by Marv Hubbard or Pete Banaszak or Clarence Davis. That's twice as many punts as rushes by Bo Jackson or Frank Hawkins.

1,049 punts — that's more than the COMBINED total number of punts for the Raiders by the next three players in our career punting stats — Mike Eischeid , Jeff Gossett and Mike Mercer.

Ray Guy punted more times in postseason games than any player in NFL history. In 22 playoff games, including three Super Bowl wins, he punted an additional 111 times — a league record that is still in his hands, or on his foot, as the case may be. In one playoff game — the 1980 AFC Championship Game won by the Raiders on the road against the San Diego Chargers, 34-27, Guy punted four times for an average of 56.0 yards per punt — again an NFL record that still stands today.

Ray Guy led the entire National Football League in punting three times: 1974, 1975 and 1977. His career longest punt was 74 yards.

Teams rushed Ray Guy's punt attempts with what looked like an army. Once or twice they were penalized for having 12 men on the field in an attempt to pressure him. The tall, stoic Guy could not be rattled. His concentration was superb. His form classic. He was a traffic cop as the last line of defense against punt returns. He could tackle, would tackle and even looked for tackles.

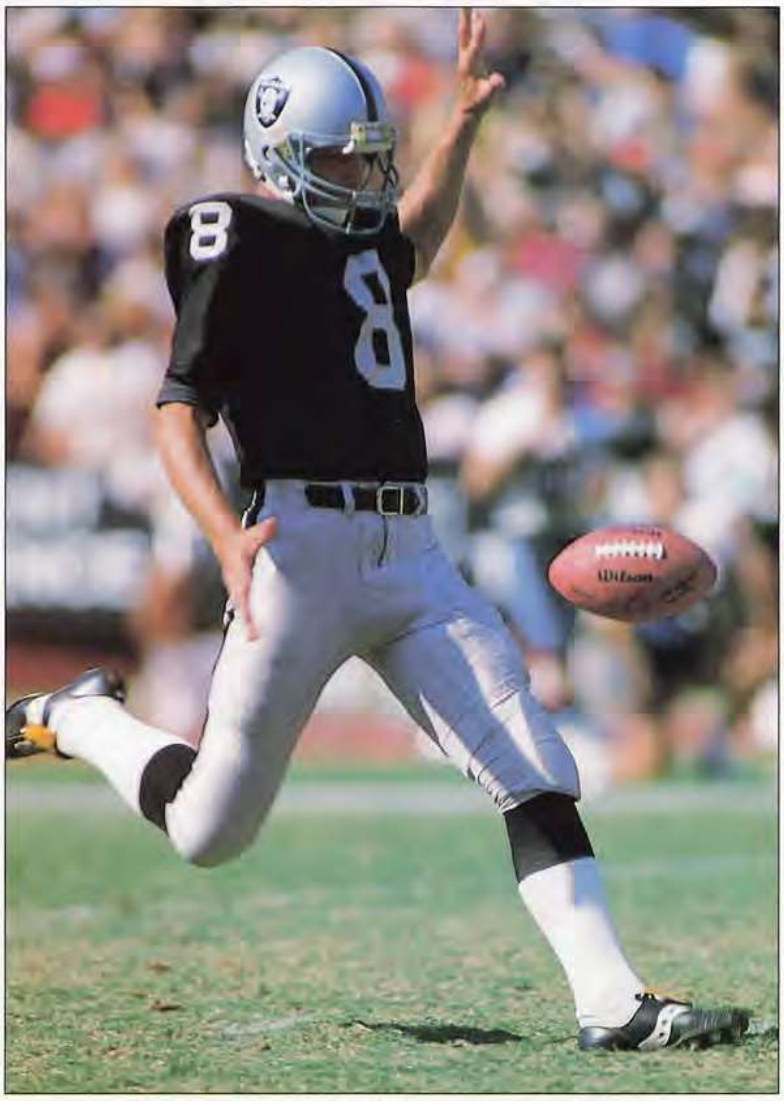
While also playing in the defensive secondary at the University of Southern Mississippi, Ray Guy intercepted 18 passes. And, for the most part, this was without the benefit of spring football practice for Ray Guy was an outstanding baseball pitcher. Some NFL clubs had doubts about drafting him because they expected a bidding war with a major league baseball team. To Al Davis and the Raider organization that would just be one more war to win as they made Guy their number one draft choice in 1973. This was the first time a punter had ever been chosen in the opening round since the NFL began its college player draft back in 1936. But Ray Guy's talent was that unique.

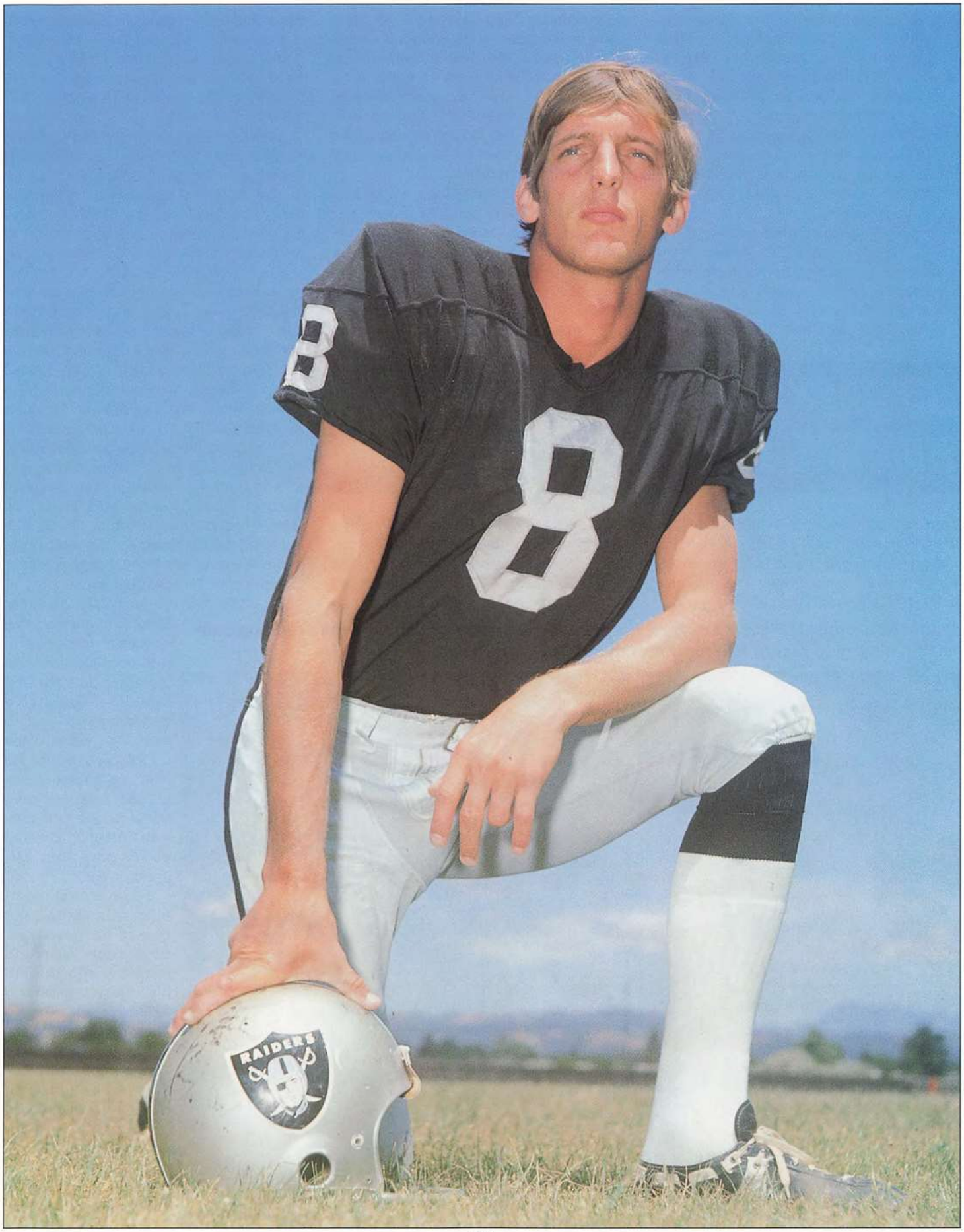
Ray Guy was beautiful to watch. In his first few seasons in Oakland, fans would turn out early on game day to watch him warm up in the Coliseum. Ray turned it on — he recognized that he was a special attraction.

In 1979, for instance, preparing for the Raiders first appearance in the Louisiana Superdome — home of the New Orleans Saints — the Raiders were practicing in the Dome on Sunday night for the game the next night. Some of the ABC-TV Monday Night Football crew mentioned to Ray that no punter had yet hit this huge array of television screens suspended from the roof, high above the floor of the stadium. Just smiling to himself, Ray asked if their cameras were on, then punted one solidly against this hanging pod on his first punt.

Ray Guy could get his kicking leg so high on his follow thru that it brushed against the face mask of his helmet. In fact, in one game when Joe Scannella was the Raiders special teams coach, Ray came off the field with blood streaming from his nose. Scannella ran to the sideline, screaming to the officials about letting the other team get away with roughing his punter. Guy quickly grabbed his coach and quietly explained that he had hit his own nose with his knee on the punt and that's what caused the bloody nose.

Ray Guy brought high blood pressure to punt returners and special teams coaches for the other NFL clubs. What he brought to the Raiders was a great athlete, a great clutch performer — and another symbol of the greatness of the Raiders. ❑

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8
RAIDERS

BO JACKSON RUNNING BACK

RECORD MAKERS, RECORD BREAKERS

No player to wear the Silver and Black — or any other colors — had the meteoric career in professional football that Bo Jackson did.

No player flashed so brilliantly from day one until his final game just four short seasons later than Bo Jackson did.

No one so quickly and so permanently became a giant figure who added to the lexicon of life as well as the sports scene as Bo Jackson did.

In just 38 league games, from 1987 to 1990, Vincent Edward "Bo" Jackson lit up scoreboards, record books, television screens and the sports scene in a remarkable manner.

The 1985 Heisman Trophy winner from Auburn University remains today as the only running back in National Football League History to have two runs of 90 yards or more to his credit. The only one in the NFL's 73-year history.

On Monday night, November 30, 1987 — his rookie year — Bo broke up the left sideline against the Seattle Seahawks in the Kingdome and went 91 yards for a Raider touchdown. Two years later, on November 5, 1989, in the Los Angeles Memorial Coliseum, Bo again went up the left sideline, this time for 92 yards against the Cincinnati Bengals.

Bo Jackson set the Raiders single season yards-per-carry average record with 6.8 yards per rush in his rookie season of 1987. He holds the Raider per carry rushing record at 5.4 yards per rush, gaining 2,782 yards on the ground with just 515 carries. Bo also caught 40 passes for an additional 352 yards.

Bo Jackson set a Raider single game rushing record in the marvelous Monday Night Football performance as a rookie against Seattle in 1987. In all, he rushed for 221 yards in that game, exploding on the scene in this nationally telecast game.

Bo Jackson also set the Raider single game record for an amazing average of 14.6 yards per carry against the Cincinnati Bengals on December 16, 1990.

This was an unmatched combination of desire, talent, size, acceleration, speed, strength and power. The day he arrived at his first practice during the middle of the 1987 season, Raider cornerback Mike Haynes, a former track star in his own right, was arguing along the sideline with executive assistant Al LoCasale as to who was the fastest man on that Raider squad. After watching Bo run some sprints, Haynes turned to LoCasale and said... "Well, let's argue about who's the second fastest man on our team." Keep in mind, that in discussing Bo Jackson's speed you were talking about a 230 pounder, not a 170 pound sprinter.

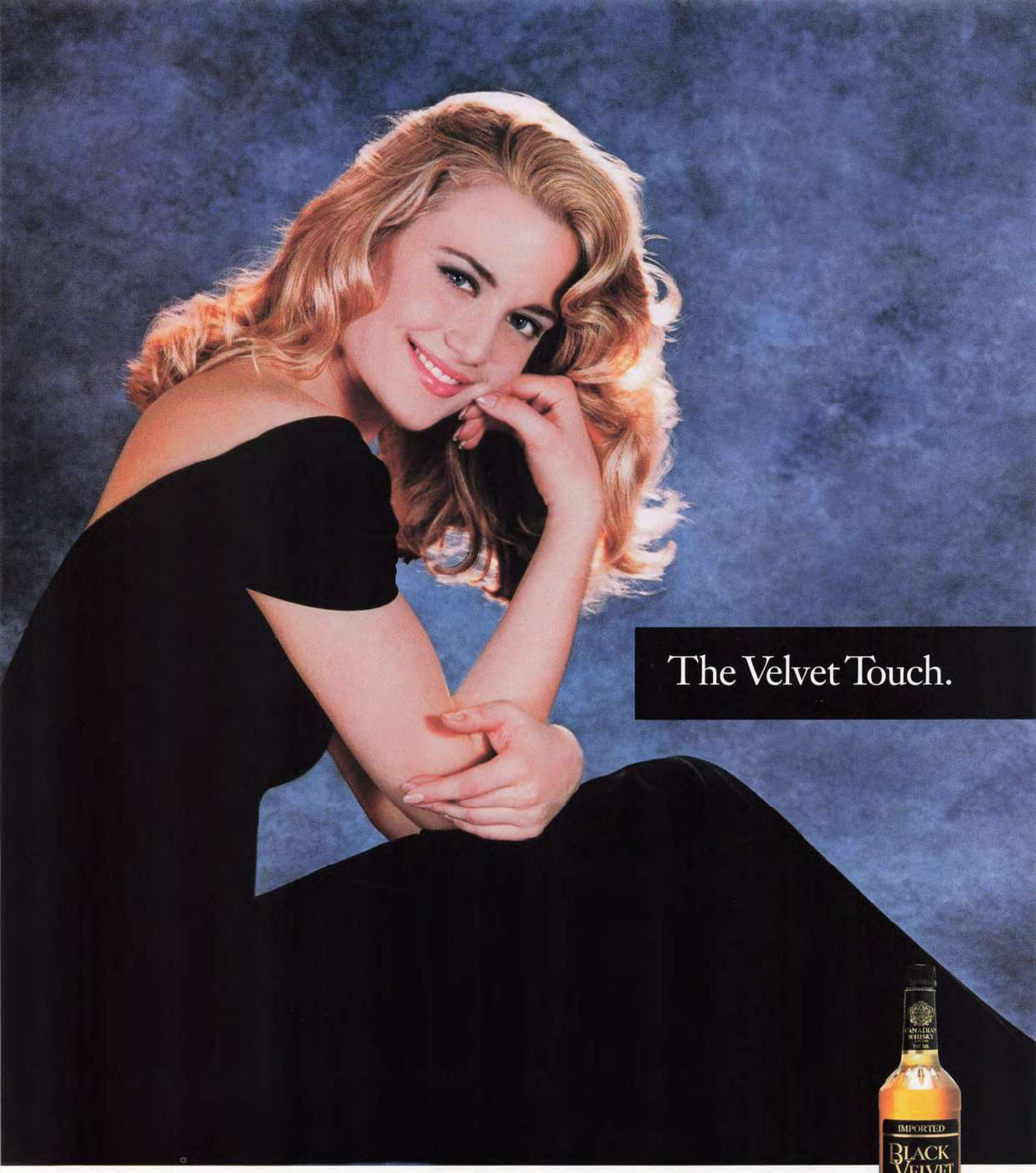
The two aspects of Bo's career made him singularly special. He was chosen to play in both the Major League Baseball All-Star Game and the NFL Pro Bowl Game — something no other athlete has ever had on his resume. He went on to be selected as the Most Valuable Player in the Baseball All-Star Game.

Bo Jackson was probably the most intimidating offensive weapon in modern professional football. He distorted defenses he faced. Defensive coordinators had to start their game plans by knowing where Bo lined up on every single play. No one constituted the "all-the-way" threat on any and every play that Mr. Jackson did.

His baseball commitments limited the games he was available each year and then the regrettable hip injury limited his football years. But Bo Jackson, flying downfield in the Silver and Black, established new standards, added so much to the tradition and marked another colorful chapter in the greatness of the Raiders. ❑

In this November 1989 game against the Bengals, Jackson became the only running back in NFL history to record two rushes of over 90 yards in a career.

RAIDERS
34



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FIVE FOR 1,046

THE GREATNESS OF THE RAIDERS

Years ago a writer asked a Raiders senior staff member what we look for in a top draft choice. Among other things the answer included this comment.

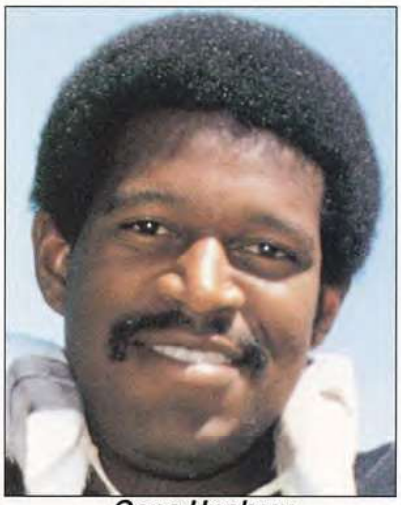
"He should be somebody whose name we put in the starting lineup and then we leave it there for 10-12 years."

Meticulous planning for the draft, outstanding medical care over the years, excellent training and conditioning programs and athletes who care, have made such a definition, an accurate one for the Raiders. A number of players with the Raiders now have worn their Silver and Black uniforms for ten years or more, such as running back Marcus Allen, defensive linemen Howie Long and Greg Townsend and center Don Mosebar.

Over the decades other Raiders have lined up, played and won for ten years or longer. But there is a very special group of five who played in 200 or more games for the organization:

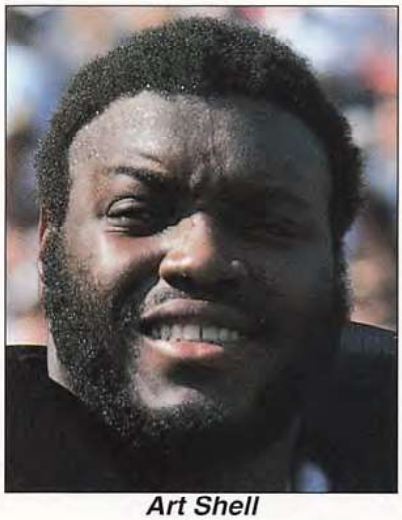
217	GENE UPSHAW	G	1967-1982
210	JIM OTTO	C	1960-1974
207	ART SHELL	T	1968-1982
207	RAY GUY	P	1973-1986
205	DAVE DALBY	C	1972-1985

These five great athletes played in 1,046 league games for the Raiders in Oakland and Los Angeles. That's one thousand forty six games in places like frigid Buffalo and hot, humid Miami, at mile-high Denver, at below sea-level New Orleans. In domes, on grass, on dirt, on ice, in rain or snow. That's when well or sick, aching or tired, whatever, whenever and wherever. Truly, this quintet served above and beyond the call of duty. These five helped set standards by which the true greatness of the Raiders is measured. ❑

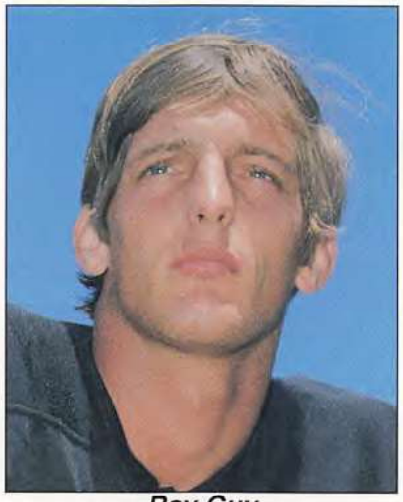


Gene Upshaw

Jim Otto



Art Shell



Ray Guy

Dave Dalby

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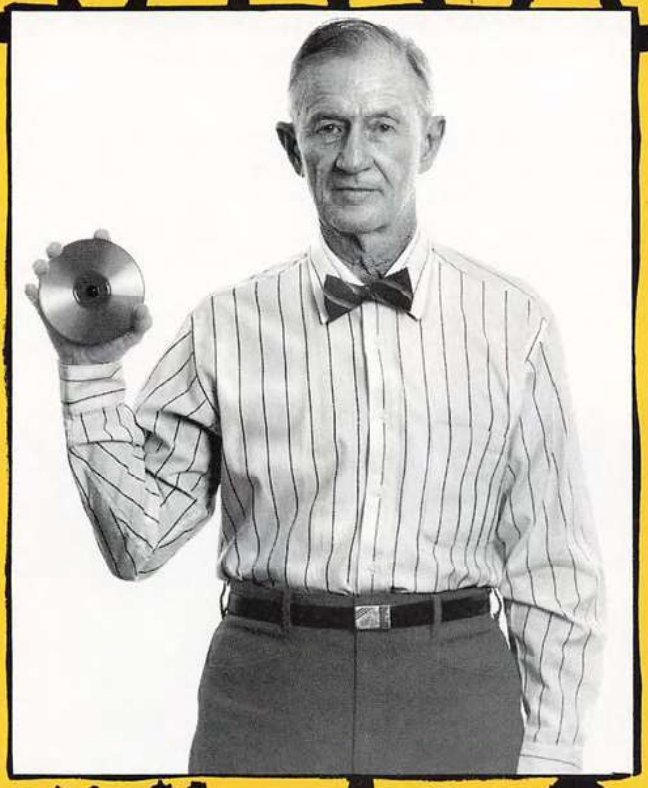

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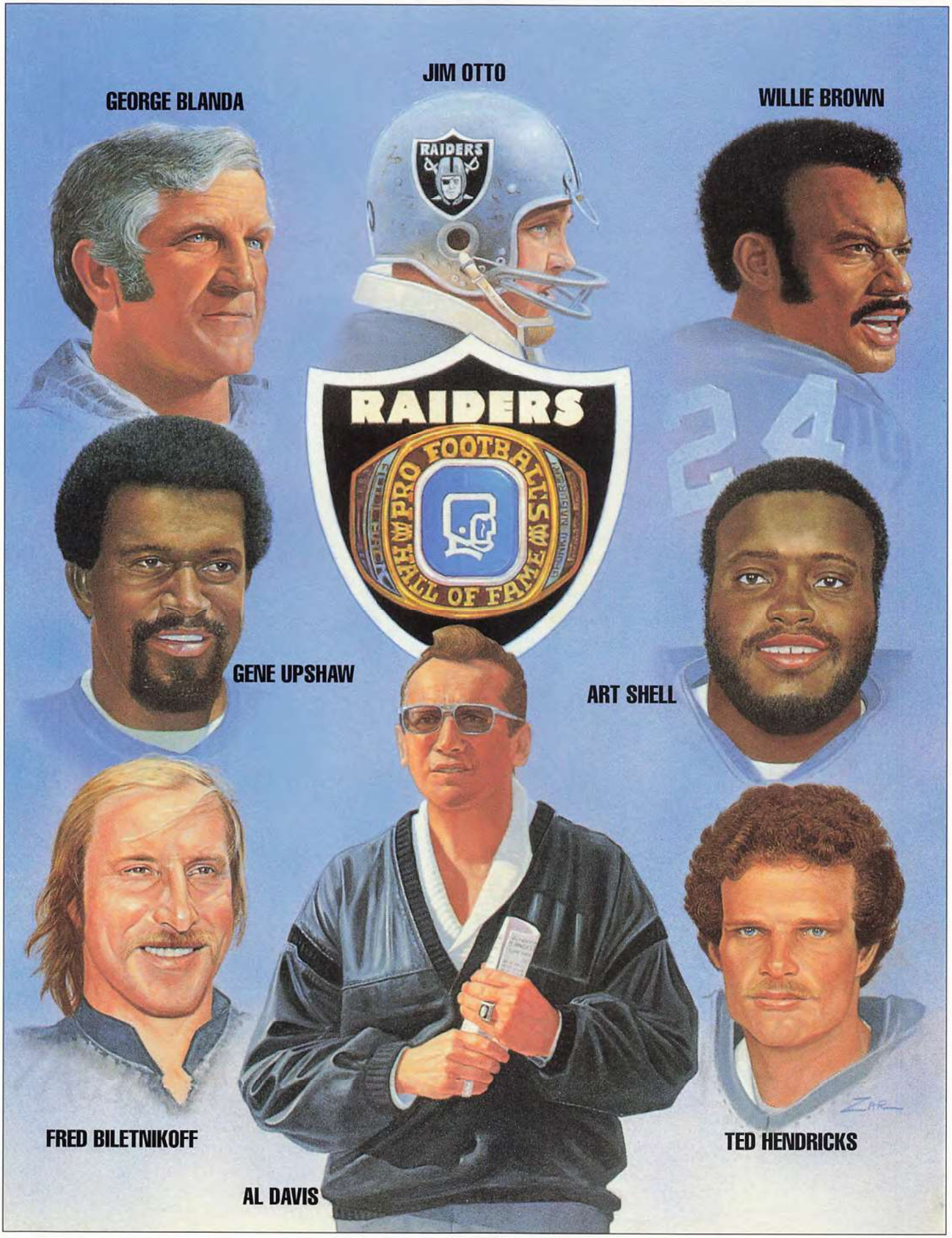
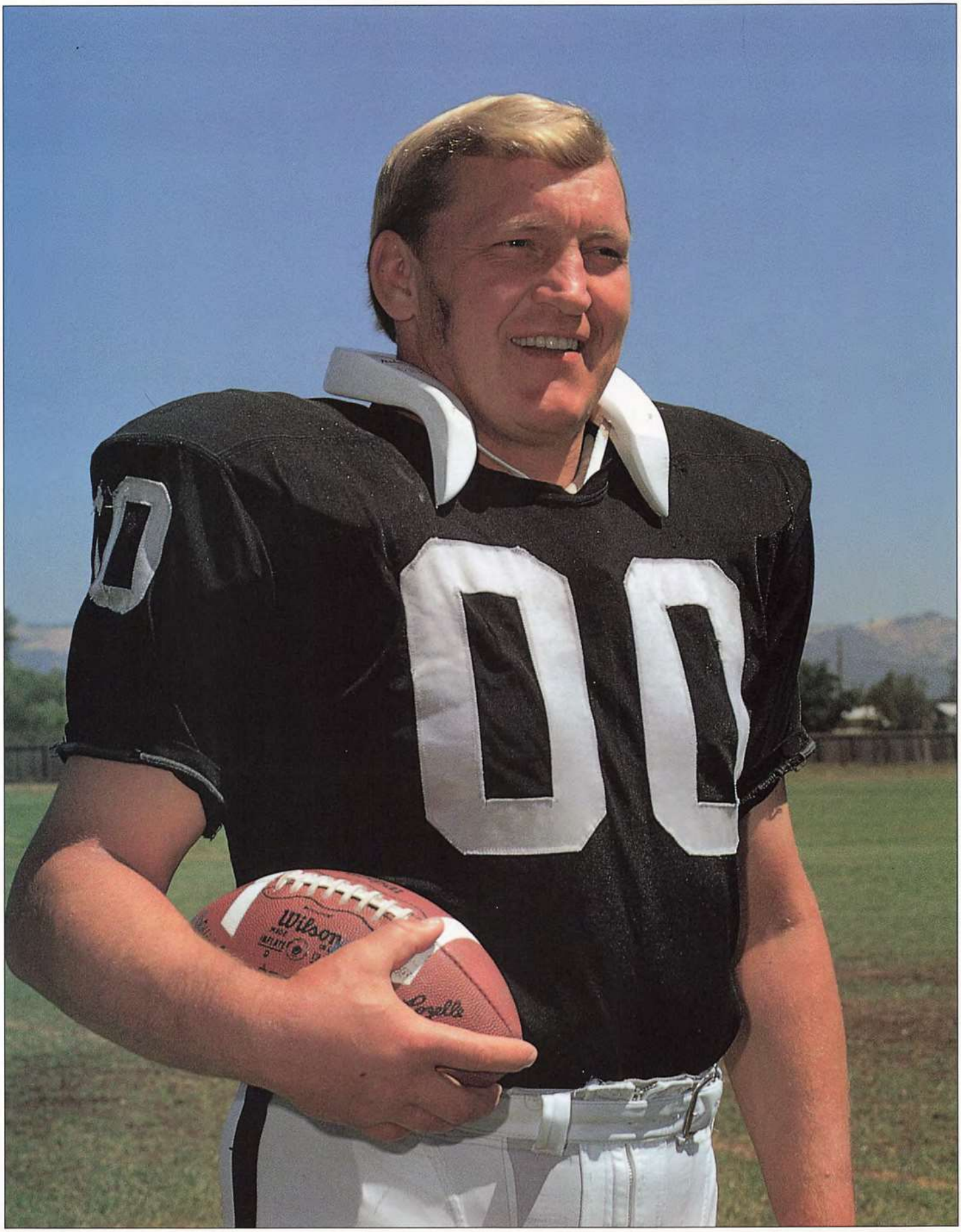

JIM OTTO
GEORGE BLANDA
WILLIE BROWN
RAIDERS
RAIDERS
PRO FOOTBALL HALL OF FAME
GENE UPSHAW
ART SHELL
FRED BILETNIKOFF
TED HENDRICKS
AL DAVIS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Wilson

"Commitment to Excellence, Pride and Poise, The Greatness of the Raiders were not only exemplified by Jim Otto — they were Jim Otto!"

Those were the words of Raider owner Al Davis following Otto's selection to the Pro Football Hall of Fame in 1980. Indeed, for 15 memorable seasons the legendary center created a standard of excellence to be followed by all future Raiders for four glorious decades.

Numbers in part illustrate the conviction Otto had for individual and team pride. He never missed a regular season game during his pro career, posting 210 consecutive games — every one as a starter. When you include preseason, postseason and All-Star game appearance, Otto played in a staggering 308 games as a Raider.

For 13 consecutive seasons Jim Otto was an All-Pro. During its 10-year history, the American Football League never had another All-League center. And for the three years following the AFL-NFL merger, Otto was the All-AFC choice at center.

Team success coincided with Otto's individual achievements. In his final eight seasons as a player, Otto led the Silver and Black to seven division championships and the AFL crown in 1967.

But it was during his earlier years that Otto made his most significant contributions. In fact, the 6-2, 250 pound lineman was often the lone shining star for a team that struggled badly during its formative years.

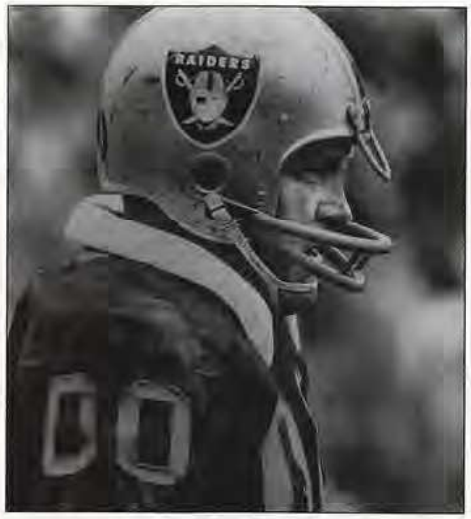
When Jim Otto came to the Raiders in 1960, the Oakland franchise was floundering so badly it didn't even have a practice field. The team's chances of survival seemed remote, at best. It seemed unlikely that an undersized rookie center from the University of Miami could make the chaotic situation any better.

Yet, in spite of sometimes suspect talent around him, Otto emerged as the AFL's premier center from the very outset. Considered too small by NFL standards, he was passed over in the older league's draft and not even offered a free agent contract. Otto was, however, selected in the 25th round of the first AFL draft by the Minneapolis franchise, which soon transferred to Oakland.

A two-way performer in college, Otto decided that his best chance to make the Raiders would be at center.

"I knew I'd have to play offense," he recalls. "Even though I really liked defense, I got hurt too much there. When I came to the Raiders, head coach Eddie Erdelatz was trying everybody on both sides of the ball and wanted to use me at linebacker. I'd take it easy on defense and really get after it on offense and somehow I looked better than anybody else on offense. So, I stayed there."

In those early years, the Raiders were little more than a joke — a bad joke. In 1961-62, the team lost an AFL record 19 consecutive games. Attendance was so sparse that Otto recalls, "We'd go up into the stands at halftime to visit with our families."



During its 10-year history, the American Football League never had another All-League center.

The Raiders record of 9-33-0 from 1960 thru 1962 was no surprise. Otto says, "We just didn't have many good players. The club was unable to sign many draft picks. They'd bring people into camp but that's all they were — people. They certainly weren't players."

That quickly changed when Al Davis arrived as head coach and general manager in 1963. Acquiring real talent and installing a wide open attack, Davis turned the Raiders from 1-13-0 in '62 to a 10-4-0 team in his first year. For Otto, 1963 was "an educational experience."

"Coach Davis brought in a different system — something people weren't expecting from us," says Otto. "That first year I thought I'd never learn it. I'd dream about it at night and wake up shouting signals. Then I'd know I had the signals wrong and have to get my playbook and get them right."

Eventually, Otto and his teammates adapted to the new system and began to build a winner. By 1967, the AFL Championship belonged to the proud warriors in Silver and Black.

"Those early years were tough," recalls Otto. "But Al Davis came in, took over the situation, recognized it, and made the Raiders into the dynamic organization it is today. When he came in I could see the light at the end of the tunnel. I finally saw some direction."

Jim Otto remained an inspirational role model for fellow Raiders throughout his career, with a never-satisfied desire to be the very best.

Willie Brown, the Raiders brilliant cornerback who joined Otto in the Hall of Fame in 1984, recalls his playing days with the inspirational center. "When I first joined the Raiders, I discovered right away that Jim had a lot of pride in himself. I learned how to be more dedicated toward my position because of his outlook. He taught me a lot about individual and team pride. I don't think there can be the Raiders without Jim Otto."

No feature on Jim Otto would be complete without mentioning his legendary jersey number, Double-0.

"Some people claimed I would never have made all-league if I had another number," says Otto. "But I made it my first year and I was wearing number 50 then. 'Double-0' made it more noticeable when I did something right, but it would also make it more noticeable if I did something wrong."

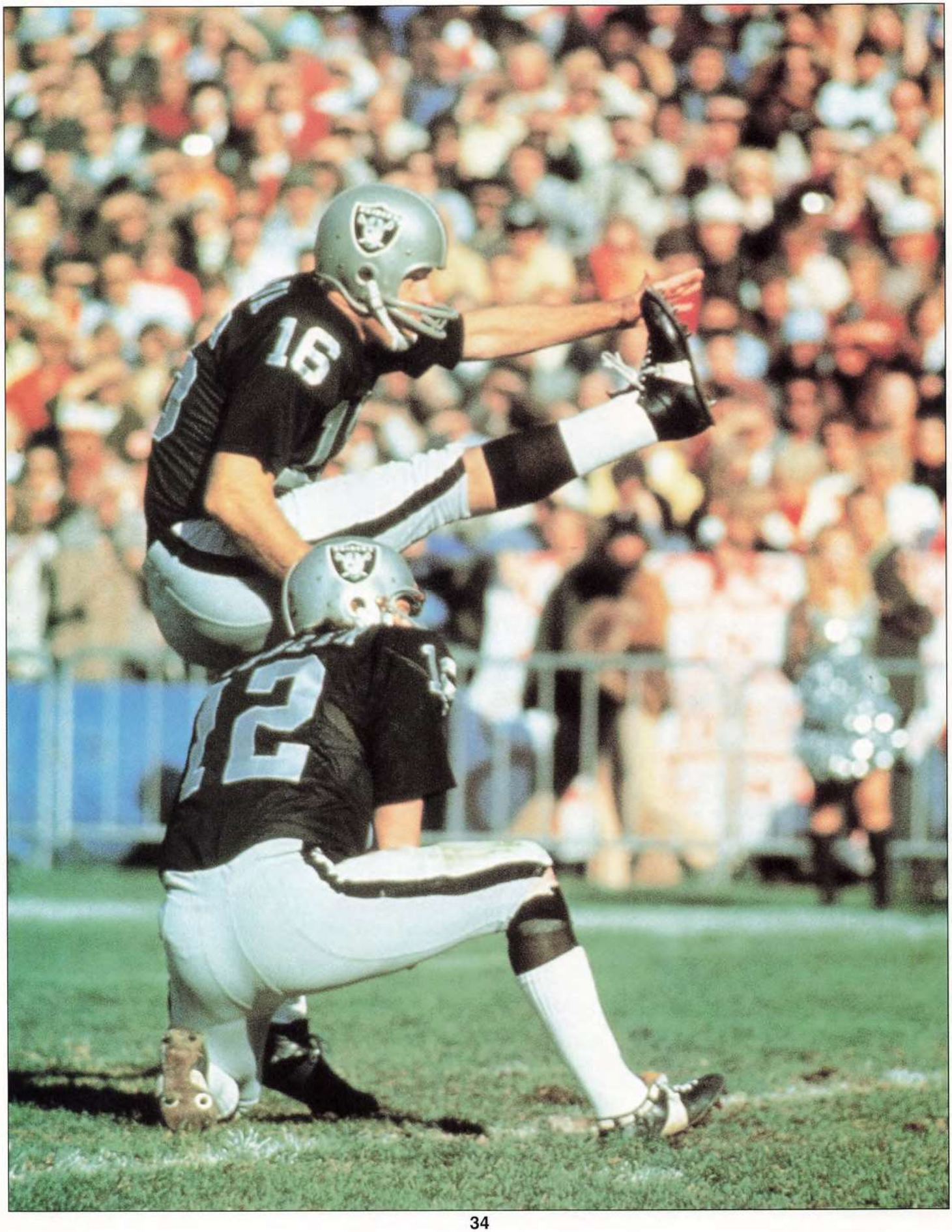
Jim Otto was a player who loved the game of football and even more he loved the Raiders. Otto still attends every Raider game at home and travel with the team to road games. "Once a Raider, always a Raider," started with Jim Otto.

Perhaps the most accurate description of "Double-0" as a player was offered by his former coach, the great John Madden:

"Remember those movies in which a guy walks in with his football shoes draped over his shoulders, rubs dirt in his palm and says, 'Let's go,' well, that's Jim Otto." ❑

Hall of Famer GEORGE BLANDA

INDUCTED 1981



When you're 39 years old and a veteran of 17 seasons of play in professional football you shouldn't have much left to prove in the football world. But George Blanda felt he did still have much to prove when he joined the Oakland Raiders as a free agent in 1967.

His previous AFL team, the Houston Oilers, had just "retired" the quarterback-kicker, claiming there was little use for a player his age. Blanda thought otherwise. He knew he could still do the job if someone would give him a chance to play.

"Then one day", Blanda recalls, "Al Davis of the Raiders calls me up and tells me I belong to them."

Blanda responded to Davis' call by giving the Raiders nine years of unforgettable football. He also became a folk-hero across America.

Blanda originally came into pro football as a 12th round draft choice of the Chicago Bears in 1949, after playing his college ball for Paul "Bear" Bryant at the University of Kentucky. During his 10 seasons with Chicago, Blanda moved in and out of the starting quarterback job, while handling most of the placekicking duties.

"Playing on the same team with Sid Luckman and Bulldog Turner and against people like Sammy Baugh — those were nostalgic days for me," Blanda recalls.

His association with the Bears ended in 1958 when legendary "Papa Bear" — George Halas — labeled Blanda as "too old". Blanda quit, sat out the '59 season and joined the Houston Oilers of the newly-formed American Football League.

The birth of the AFL gave Blanda a second football life and he responded by leading the Oilers to championships in their first two seasons. Both championship game wins came over Chargers teams on which Al Davis was an assistant coach. Those games would stay alive in Davis' computer-like memory.

In 1961, Blanda set a pro football record with 36 touchdown passes, but his accomplishments were mostly ignored as pro-NFL media proclaimed the AFL a minor league. Blanda still resents that.

"I think the AFL might have won the Super Bowl as early as 1960 or 1961, when I was with the Oilers," he says. "We had a fine team and the NFL will never be able to prove that we couldn't have beaten them even then."

Blanda remained the Oilers top quarterback thru the 1966 season, though the Oilers were not nearly as successful and Houston fans began to boo him for his escalating interception totals.

"When you're down by 14 points, I'd rather be throwing and trying to win, than playing it safe and lose by 14," reasons Blanda. "I'd rather throw 300 interceptions in my career than have a 58 percent completion average and never win a championship."

This competitive nature earned Blanda a ticket out of Houston and a place on the Raider roster. Rejuvenated by his new surroundings, Blanda helped lead the Raiders to their first AFC championship, topping the league in scoring with 116 points in a 14-game season — still the second best single-season record in Raider history to his own 117 points a year later. He also played effectively in a back-up role at quarterback.

In 1970, Blanda was placed on waivers during the late preseason and considered retirement. But Al Davis assured him that the waiver move was to allow the organization to protect a young quarterback by the name of Ken Stabler and that Blanda would be back active when the season began. Blanda stayed and began a season that was later described by Raider Radio voice Bill King as "one part fantasy, one part imagination and one part miracle."

On October 25, 1970, against the Pittsburgh Steelers, George Blanda came off the bench to replace injured Daryle Lamonica, threw three touchdown passes and kicked a field goal to lead the Raiders to a 31-14 victory.

The next week in Kansas City he kicked a 48-yard field goal with just three seconds remaining to tie the Chiefs, 17-17.

The following Sunday, Blanda again replaced an injured Lamonica, throwing a touchdown pass to tie Cleveland at 20 with 1:34 remaining, and then kicking a 52-yard field goal with three seconds left to earn a Raider win, 23-20.

The magic continued the next week when Blanda threw a TD pass with 2:28 left to defeat Denver, 24-19.

He completed his five-game miracle streak with a 16-yard field goal with just seven seconds left to defeat San Diego, 20-17.

Blanda performed other so called miracles and near-miracles that season and at 43 became the oldest quarterback to play in a championship game. Although the Raiders lost to the Baltimore Colts that day, Blanda accounted for all 17 points for the Silver and Black.

For his supreme efforts and accomplishments, Blanda was honored as the AFC Player of the Year for 1970.

The Youngwood, Pennsylvania native played five more years for the Raiders before retiring prior to the 1976 season, just weeks before his 49th birthday. He had scored 2,002 points and had played in 340 league games overall — records that remain unchallenged even now — nearly 20 years later. Blanda is the all-time Raider scoring leader with 863 points.

"When I look back on my nine years with the Raiders, what comes to mind first is my great association with Al Davis," says Blanda. "If it had not been for him I may not have done the things I did once I left Houston. I may not even have kept playing if it weren't for Al. I respect him highly."

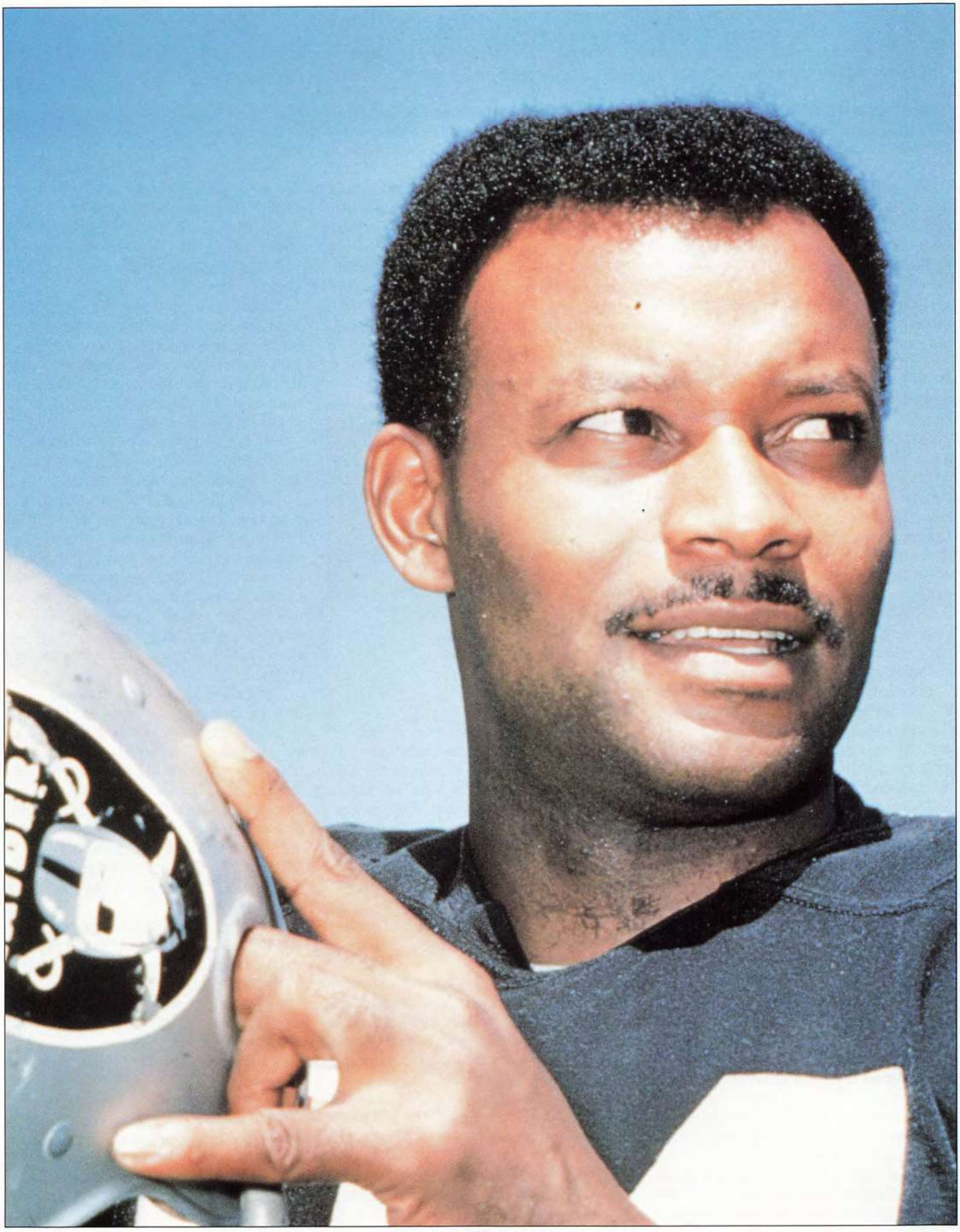
In his distinguished pro career of a record 26 seasons, George Blanda played in 11 championship games, seven with the Raiders.

"It was great to be a part of a winning organization with some of the best coaches, great players, the Pride and Poise ... everything."

Al Davis has equal praise for Blanda, who was elected to the Pro Football Hall of Fame in 1981.

"He's the greatest competitor the game has ever seen. Some may have been his equal, but none greater. Pride and Poise, Commitment to Excellence go hand in hand with George Blanda," says Davis.

"No player has made more of a contribution to the growth of professional football than George Blanda." ❑



Professional football has been highlighted by the exploits of many great players now enshrined in the Pro Football Hall of Fame. Only a select few, however, can truly claim to have revolutionized the sport thru their style of play. One such player was Willie Brown, the superlative Raider cornerback who put "bump-and-run" in the football dictionary.

Willie Brown's aggressive facemask-to-facemask style changed the concept of pass defense in pro football. He was the first cornerback to pick up a receiver right on the line of scrimmage, jolting or bumping him off his stride, directing his release to alter his planned route.

"The great thing about it is that it confuses the receiver," says Brown. "Anything that breaks up the timing of the quarterback is good. Plus, you don't always have to bump-and-run. A majority of the time I never even hit anybody, but the reputation of this thing got around."

Brown built his reputation with superior play for 16 seasons. In each of those years he had at least one interception — an NFL record. All told, Brown picked off 54 passes, including 39 during 12 seasons in Silver and Black. No Raider ever had more.

A graduate of Grambling, Brown was originally signed as a free agent by the Houston Oilers in 1963, after being passed over in the college drafts. However, Houston cut him before the season began and he signed with the Denver Broncos.

It didn't take long for Brown to establish himself as a great player in Denver. In his second season, the 6-2, 215-pounder intercepted a career-high nine passes, including a record-tying four in one game against the New York Jets. Brown capped the year with an MVP performance in the AFL All-Star Game.

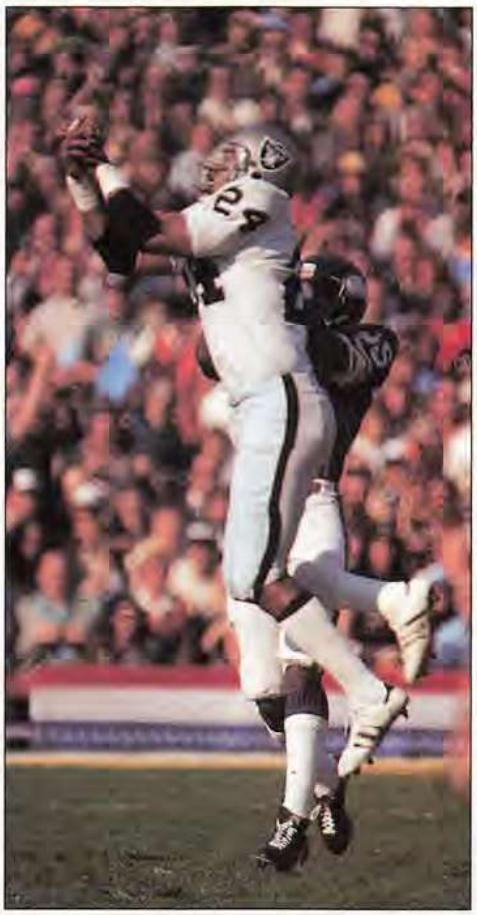
Before the start of the 1967 season, Brown was traded by the Broncos to the Raiders. He intercepted seven passes in his first season as a Raider, helping them to their first AFL Championship and Super Bowl II, as well as earning himself a spot on the All-League Team.

As Brown's reputation grew as a pass defender, opposing quarterbacks rarely threw his way. Some of his peers even referred to him as the "lonesome" cornerback.

"I felt that if I covered my man and forced the play elsewhere, I was doing my job," says Brown. "But I was never lonely, not with all those people in the stands looking at me. There was no time to relax. Besides, it's instinctive for a cornerback to think every play is coming his way."

For Willie Brown, instinct derived from daily practices in which he maintained the same level of intensity as he had on game day.

"You have to play each play in practice as if it were in a game in order to accomplish what you want to. you have to work in practice in order to prepare to be ready," explains Brown. "In order to accomplish what you want to, there's no way you can go half-speed during the week and then try to get it together on Sunday. No way."



A seven-time All-League selection, Brown played in five AFL All-Star Games and four AFC-NFC Pro Bowls. Individual accolades aside, however, Brown always seemed to play his best during the Playoffs.

His three career-postseason-touchdowns on interceptions represent an NFL record. His most memorable scoring theft occurred during Super Bowl XI against the NFC's best — the Minnesota Vikings.

Former Kansas City coach Hank Stram, who faced Willie Brown twice a year in Chiefs-Raiders duels, once observed, "You don't dare throw the sideline out to Brown's side," but Viking quarterback Fran Tarkenton decided to do just that midway thru the fourth quarter. It proved to be a fatal mistake.

"I noticed the Vikings lined up without a huddle, so I figured Tarkenton was going to an "out" pattern," recalls Brown. "When he took two steps back, it was the tip-off. I played 'out' all the way."

Brown's 75-yard touchdown return set a Super Bowl record that still stands. It also concluded the scoring for the Raiders as they dominated the Vikings, 32-14, to win the World Championship.

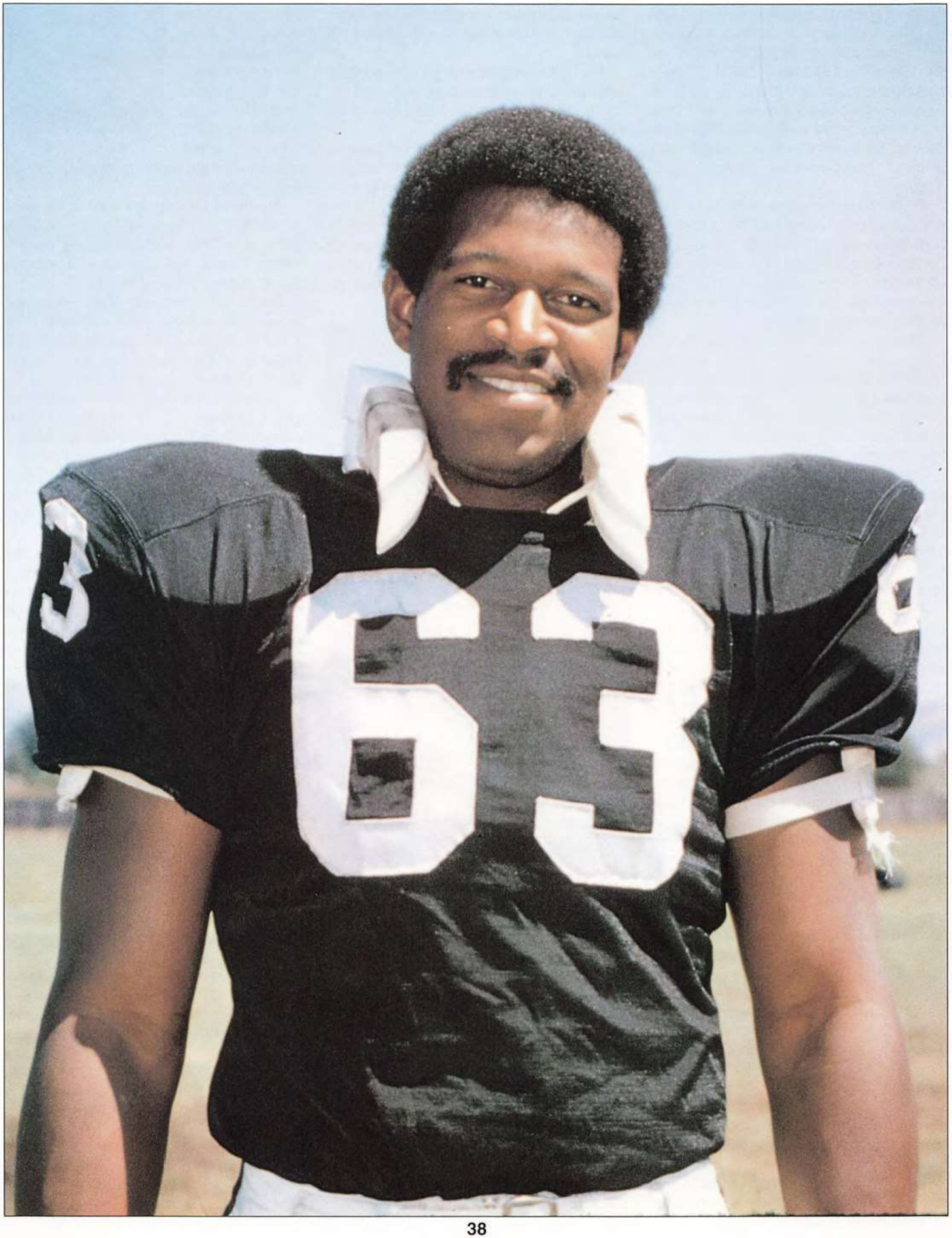
"Winning the Super Bowl meant 14 years of hard work finally paid off by accomplishing the goals I had set when I first started playing professional football," remembers Brown. "Winning the Super Bowl is the number one goal of every player. He wants to win it some time during his career, at least once."

Brown retired as a player before the 1979 season and then served as a Raider assistant coach. He added two more diamond-crested Super Bowl rings to his collection in that capacity as the Silver and Black conquered the Philadelphia Eagles, 27-10, in Super Bowl XV in the Louisiana Superdome in New Orleans and the Washington Redskins, 38-9, in Super Bowl XVIII in Tampa. The win over the Redskins had deep meaning for Willie Brown personally. For in that game, two of his outstanding cornerback pupils — Lester Hayes and Mike Haynes — performed brilliantly using bump-and-run principles, blanketing the Washington wide receivers.

On the day Willie Brown was inducted into the Pro Football Hall of Fame — July 28, 1984 — his presenter, Al Davis, referred to that superb play by Hayes and Haynes in Super Bowl XVIII.

"Willie Brown was their coach," Davis pointed out. "Willie Brown was their inspiration. It was a reaffirmation of his style of play that began with the Raiders in 1963."

Davis concluded that enshrinement speech by saying, "Willie Brown will be the standard of excellence by which cornerbacks are judged in the years to come. But time cannot defeat him, for the legend of Willie Brown will live on in perpetuity in this Camelot — the Pro Football Hall of Fame." ❑


63

In 1967, Raider General Partner Al Davis, in planning to overtake the Kansas City Chiefs and finish atop the tough AFL Western Division, sought a special type of athlete for the coming draft — someone with the size, speed, strength, talent and temperament to handle great defensive tackles like Buck Buchanan of the Chiefs. Match-ups — an Al Davis football philosophy — mandated that the Raiders not allow an opponent to be able to dominate at key spots. A great guard was needed — and needed now.

Not all scouts would agree — they rarely do where Raider draft picks are concerned — but the Raiders felt that what they needed was available deep in the heart of Texas. In Kleeberg County in the southeast corner of Texas — famed as the home of huge King Ranch — lay Kingsville, Texas and Texas A&I University. There Gil Steinke, a former hard-nosed defensive back with the Philadelphia Eagles, had developed a tough, winning football program, just 125 miles north of the Rio Grande and the Mexican State of Tamaulipas.

This was cattle country, cotton country and Navy country, with nearby Corpus Christi and Kingsville Naval Air Stations. But just about anywhere in Texas was football country.

In the offensive line at Texas A&I was a tall, trim, agile blocker named Eugene Upshaw. Gene did not look like he carried 250 pounds on his six-foot-five inch frame, particularly when you watched him. For Gene had fullback speed — 4.8 seconds or better over forty yards. He could pull and lead the sweeps, block inside and pass protect among the big guys. He had quick feet and a mind to match.

There were rough edges, of course, but the talent showed through as the Raiders 1967 first round draft choice Upshaw got notoriety, a sizeable contract and quickly moved in at the starting left guard position. Raider offensive line coach Ollie Spencer knew the organization had found a great prospect to go to the left of perennial All-AFL center Jim Otto — and it stayed that way for the next 15 years!

As Upshaw recalls, "This was a great way to start your pro football career. You get picked in the first round, sign your name about a dozen times on these contracts, they hand your a nice check, give you a black jersey, put you in the starting lineup and six months later you're playing in the Super Bowl."

The Raiders lost that Super Bowl to the Green Bay Packers in the Orange Bowl in Miami, Florida. It would be the only Super Bowl loss for the Silver and

Black in four such World Championship Games. That single loss ate at Gene Upshaw's insides. He never forgot it and the smug air of superiority exhibited by the 1967 NFL Champions and their cohorts in the sports media.

"There isn't any reason to go to the Super Bowl if you're not going to win it. Nobody remembers who loses Super Bowls, just who wins."

Nine years — and 103 victories — later the Raiders returned to the Super Bowl. This time they represented the American Football Conference. This time the game — Super Bowl XI — was to be played in the mammoth Rose Bowl in Pasadena, California. This time Gene Upshaw was offensive captain of the Oakland Raiders who were going into the World Championship contest with a 15-1-0 record and a team that had five future Pro Football Hall of Famers on its playing roster. And now when Upshaw spoke everyone listened. He was no longer a highly-touted but unproven rookie. He had already been in the Pro Bowl five times.

At a squad meeting the week before that Super Bowl game, Captain Upshaw told his teammates that ... "There isn't any reason to go to the Super Bowl if you're not going to win it. Nobody remembers who loses Super Bowls, just who wins. Forget your relatives who need tickets and your wife who wants shopping trips and the parties and all the 'hoopla'. Either come to win or stay the hell home."

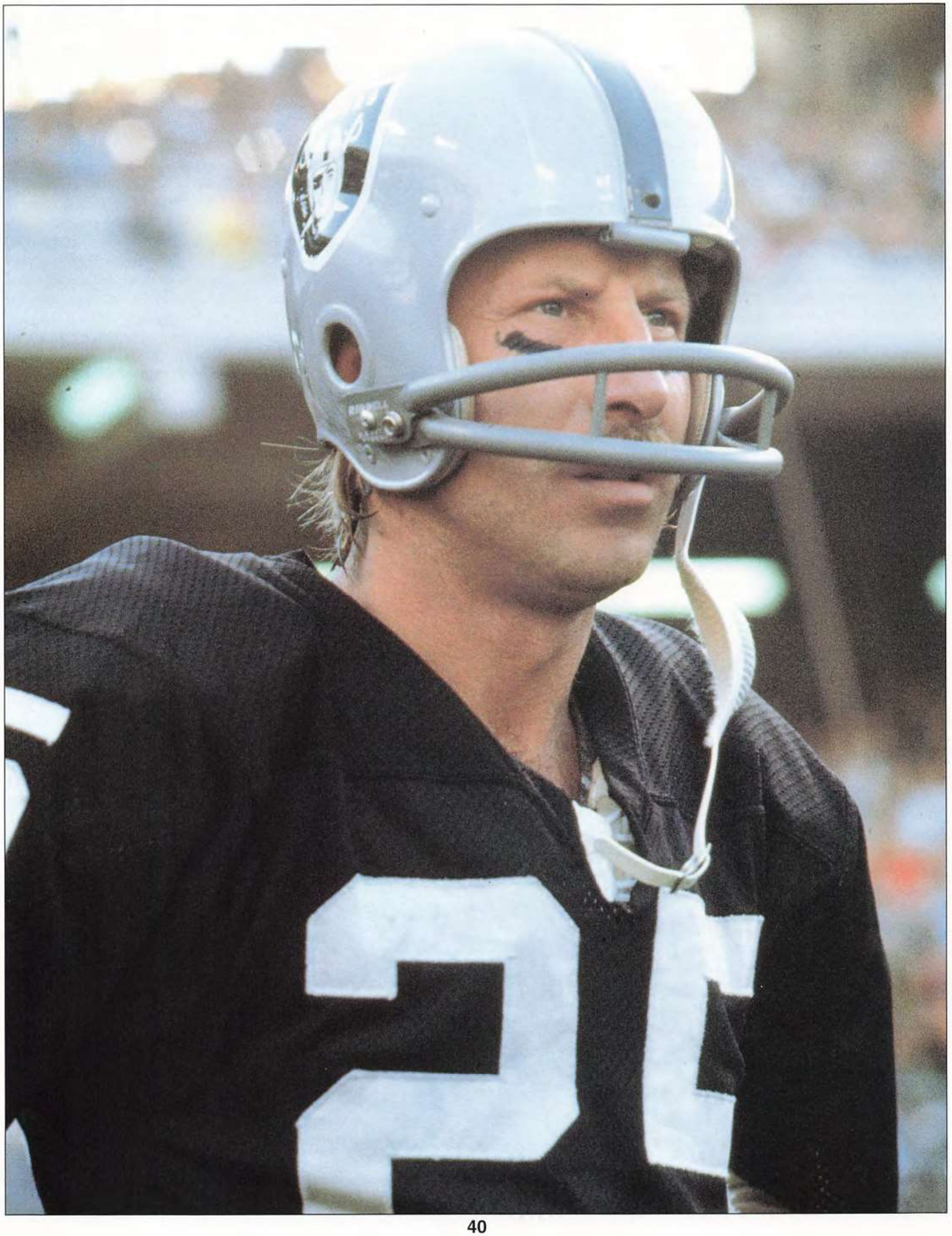
And win the Raiders did as Gene Upshaw helped bury the NFC Champion Minnesota Vikings, 32-14, before a live audience of over 103,000 fans and a television audience estimated at 140 million people.

Gene Upshaw played in a club record 217 league games for the Raiders, losing in only 55 of those. He started in 207 consecutive league games plus 24 post-season playoff games. He became the only player in NFL history to participate in Super Bowls in three different decades (after the 1967, 1976 and 1980 seasons). Offensive Captain for nine years (1973-1981), he earned All-Pro or All-Conference honors eight times and played in six NFL Pro Bowls and one AFL All-Star game.

Gene Upshaw was only the second player inducted into the Pro Football Hall of Fame who had played only offensive guard. During his career his Raiders made the playoffs 11 times and won two World Championships of Professional Football. Upshaw, now executive director of the NFL Players Association, was named to the AFL-NFL 25-year All-Star team. ❑

Hall of Famer FRED BILETNIKOFF

INDUCTED 1988



From high school football in Erie, Pennsylvania to college football at Tallahassee, Florida to 14 winning seasons of professional football in Oakland, California, to a hallowed place in the Pro Football Hall of Fame in Canton Ohio, everyone who described Fred Biletnikoff started with his "hands".

"Great hands" or "soft hands" or "sure hands", are just some of the expressions found in stories about the 6-1, 190 pound Biletnikoff, who ranked fourth among all-time NFL receivers when he retired after the 1978 season.

But crediting the former Florida State University All-American with these special hands is to perhaps give nature an undue emphasis and overlook the tremendous work effort that brought greatness to Fred Biletnikoff.

As one Raider quarterback recalled, "Nobody worked as hard as Fred did. Heck, if he dropped a particular kind of pass in practice, first he cursed up a storm and then he bugged me to stay out with him after practice so he could run that pattern again and again and again. He'd throw my arm out if I let him."

Hard work and athletic prowess, combined with desire and determination, were early parts of Fred Biletnikoff's drive for success. At Tech Memorial High School in Erie, PA., he lettered not only in football but also in basketball, baseball and — yes — even track. Part of Biletnikoff's legend of great hands but no speed was more myth than legend.

A writer once said about Biletnikoff, "He couldn't win a race with Minnesota Fats, but if you're looking for a guy who can get open in a subway rush, Fred owns the patent."

With speed a question, Biletnikoff built his style on running precise routes, utilizing his quickness, learning all the little tricks of his craft and developing a genuine coach-like understanding of the passing game.

Hard work and attention to detail paid off big for Biletnikoff. He set school career and single season records at Florida State University for receptions, reception yardage, touchdown catches and points scored. Fred was Most Valuable Player in the Gator Bowl Game after the 1964 College season as his Florida State team upset mighty Oklahoma. In that game against the Sooners Biletnikoff caught 13 passes for 192 yards and four touchdowns. Understandably, he is a member of the all-time Gator Bowl All-Star Team.

Immediately upon the conclusion of that great performance in the Gator Bowl, Fred Biletnikoff signed his first pro football contract with the Oakland Raiders right under the goal posts. The Raiders had taken him in the second round of the AFL draft. With only eight teams in the draft that would have made him an early first round selection in today's 28-team drafts.

"He couldn't win a race with Minnesota Fats, but if you're looking for a guy who can get open in a subway rush, Fred owns the patent."

As a rookie with the Raiders in 1965, Biletnikoff caught 24 passes and the Raiders had an 8-5-1 record. From '65 through '78, he caught 589 passes in regular season games and 70 more in postseason games. And the Oakland Raiders never had a single losing season with Fred Biletnikoff lined up at his familiar wide receiver post.

In 1976 postseason action, Fred Biletnikoff caught nine passes in the Raiders thrilling 24-21 victory over the New England Patriots in the AFC Playoff Game. Three weeks later in Super Bowl XI he was named Most Valuable Player after three of his catches set up short touchdown runs in the 32-14 win over the Minnesota Vikings.

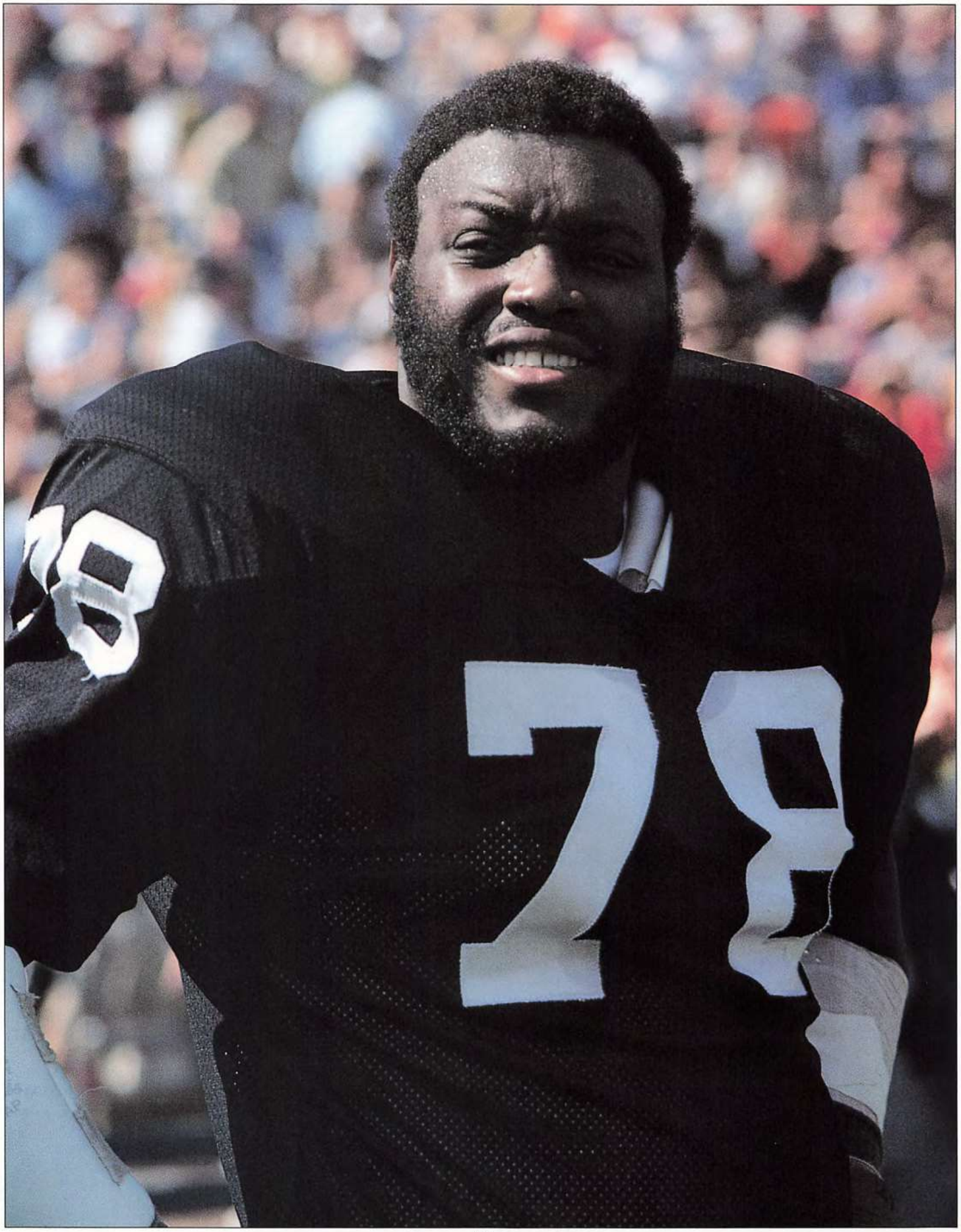
During Biletnikoff's 14 years in Silver and Black the Raiders earned a 144-45-9 record, won their way into the playoffs ten times, won the AFL Championship, the AFC Championship, were in two Super Bowls and won the World Championship of Professional Football. Fred had 21 100-yard games in regular season games, then four more in playoff games. He had ten consecutive seasons (1967-1976) with 40 or more catches and led the Raiders in receptions for six consecutive seasons (1968-1973). In 1971 he led the entire league with 61 receptions in a then-14 game season.

Fred Biletnikoff played in two AFL All-Star Games and four NFL Pro Bowl Games. He was All-Pro or All-Conference five straight seasons. During one three-year period (1967-1969), during this remarkable era, the Raiders compiled a 37-4-1 record, still the best three-year record in the National Football League.

But records alone don't single out Fred Biletnikoff for the great respect he earned from his teammates and competitors. It was the grace and skills of the one-hand scoring catches in the corners of the crowded Oakland Coliseum, the gravity-defying toe-tapping along the sidelines to come down in bounds and earn another first down. It was the courageous one-on-one challenges with the most talented cornerbacks in professional football. These brilliant duels brought out the best in Fred Biletnikoff, who scored most of his 76 touchdowns against tight man-to-man coverage. Then the hands came into play — but these were never as important as the head — and the heart. ❑

Hall of Famer ART SHELL

INDUCTED 1989



With the enshrinement of former Raider offensive left tackle Art Shell into the Pro Football Hall of Fame on August 5, 1989, perhaps the finest single side of an offensive line in the eight decades of professional football history was joined again in the hallowed home of the game's greatest. At center — Jim Otto. At left guard — Gene Upshaw. And now, at left tackle — Art Shell.

Art Shell was the third of this magnificent trio to join the Raiders, coming aboard as a third round draft choice in 1968, out of Maryland State College (now known as University of Maryland — Eastern Shore).

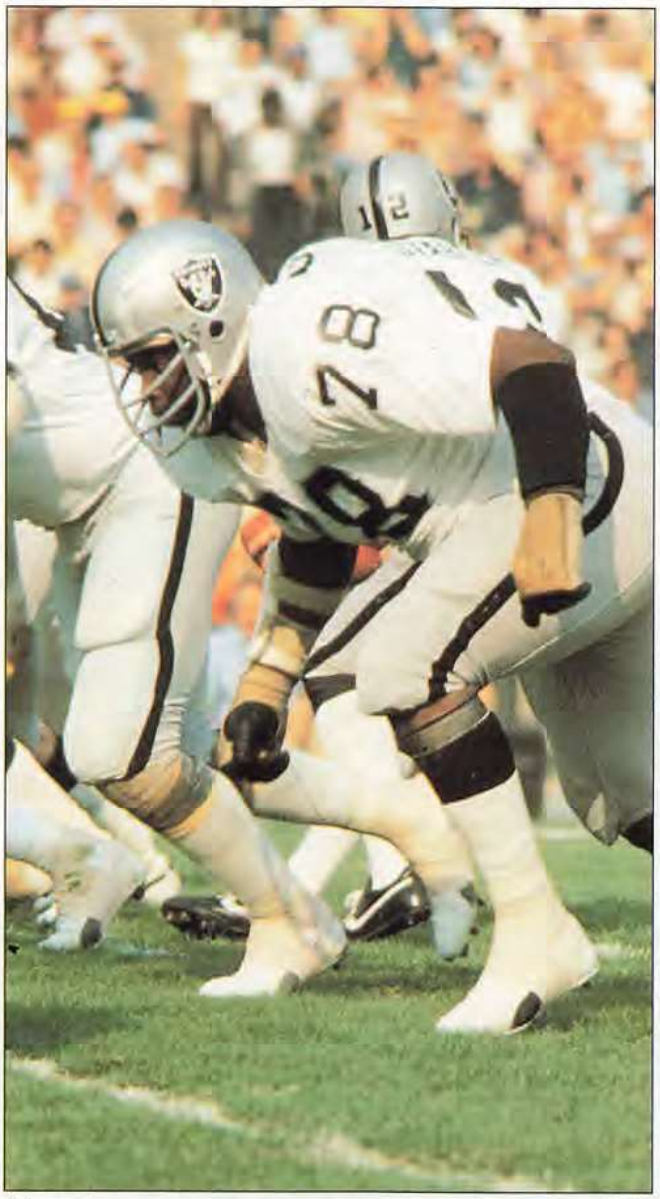
Jim Otto had arrived from the University of Miami as an undersized center. Gene Upshaw arrived from Texas A&I University in 1967, with the sleek, sculptured body that would change the look at guard in professional football. Art shell arrived in Oakland as a massive young man with the body of a giant, the heart of a warrior and the pride that epitomizes the Raider motto of "Pride and Poise."

Some pro scouts labeled Art Shell as being "soft", or having a potential "weight problem" or being "untested against real competition." But the Raider scouting operation — labeled by Newsweek Magazine as "one part genius, one part fanatic and one part CIA" — felt that this third round pick would develop into a great player.

The test of time again proved the astuteness of Raider judgment. "Big Art" went on to play in 207 league games, missing only five games thru injury during his 15 active seasons.

Art Shell was chosen to play in eight Pro Bowls — the most as a Raider by any player. He played in 23 postseason games, including eight AFL or AFC Championships and in Raider victories in Super Bowls XI and XV.

A two-way tackle in college, Art Shell was offense all the way once he joined the Raiders. From 1968 thru 1978, Art Shell played in 156 regular season games in a row. A preseason injury in 1979 kept him out of the first five league games of that '79 season — the only games he ever missed. Then, with the sixth game of the 1979 regular season, Art Shell began a streak of 51 more games in a row before retiring to join the Raider coaching staff in 1983.



Number 78 – the great Art Shell – did his job quietly, and superbly.

During his 207-game span the Raiders lost only 53 times. And when Hall of Famers Art Shell, Gene Upshaw and Jim Otto Played side-by-side, the Raiders record was 71-20-7.

One outstanding NFL defensive lineman, referring to his battles over the years against Art Shell, said, "He not only blocked me, he blocked out the sun. God, he hit hard, but clean."

The late Lyle Alzado once said that..."The hardest I've ever been hit was by Art Shell in my first contact drill after coming to the Raiders in 1982. I think he was just letting me know who owned the turf around here. It was a helluva way to be welcomed."

Intense pride was a key to Art Shell's success. John Madden had given him a job — protect our quarterbacks. And Art Shell believed in doing his job, of earning his way. He did not want to be beaten, he would not tolerate it.

On January 9, 1977, in Super Bowl XI against the NFC Champion Minnesota Vikings, Art Shell pitched the offensive lineman's equivalent of a "no-hitter". Facing highly regarded Viking defensive end Jim Marshall — a key member of Minnesota's famed "Purple People-Eaters", Shell allowed his man to record no tackles, no assists and no quarterback sacks as the Silver and Black totally dominated the Vikings, 32-14, to win Super Bowl XI and the World Championship of Professional Football. The Raiders that day gained a record-breaking 439 yards on offense.

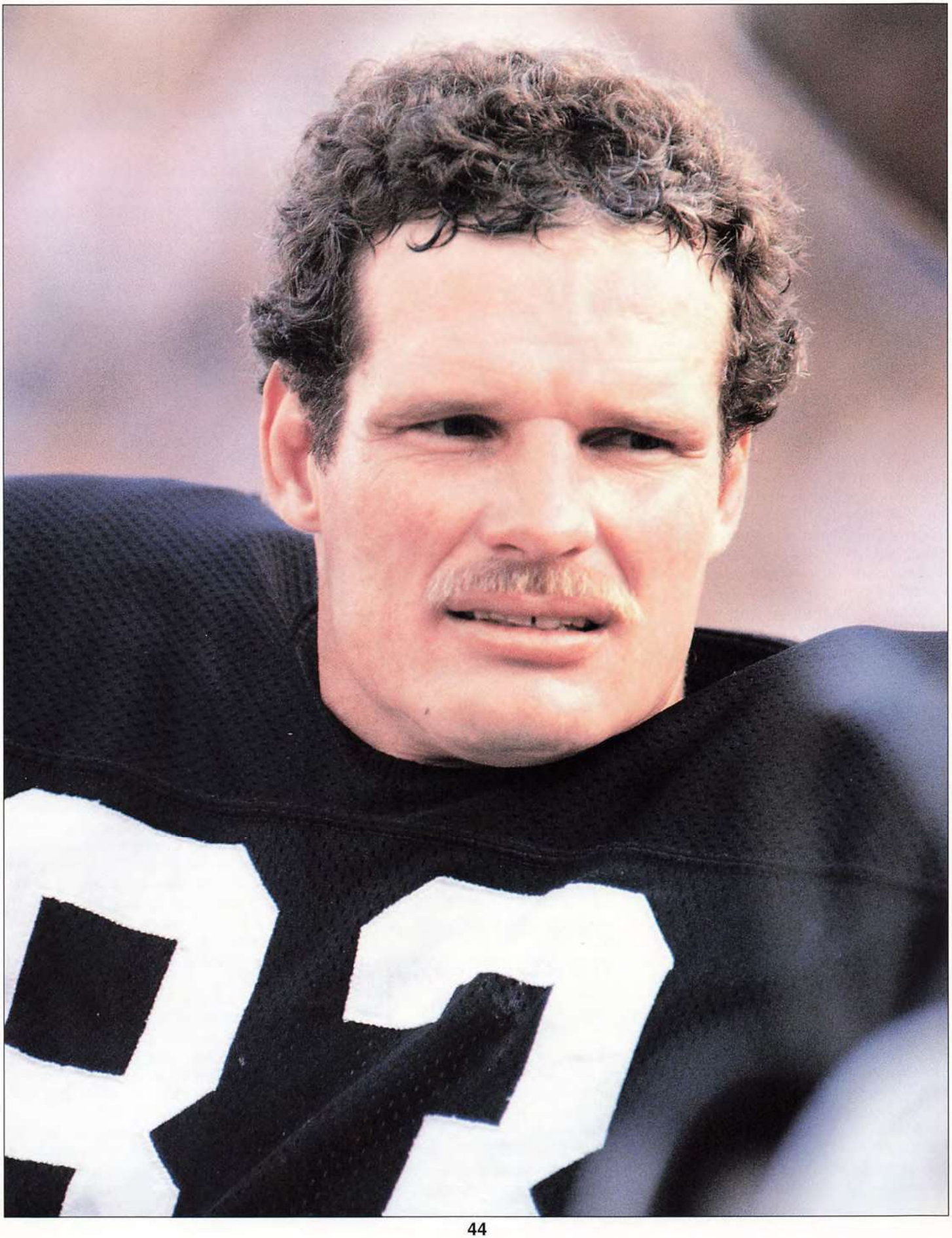
Number 78 — the great Art Shell — did his job quietly, and superbly. For running backs like Marv Hubbard, Clarence Davis, Charlie Smith, Mark van Eeghen, Pete Banaszak and others, he cleared a path thru the best of defenses, paving the way with mind and muscle, class and courage.

Number 78 — the great Art Shell — kept ferocious pass rushers off the likes of Daryle Lamonica, George Blanda, Ken Stabler and Jim Plunkett. The Raider passing game demands much more of its pass blockers than does any other system as the ball is held longer and the backs are often out in the pattern as possible receivers. But Art Shell accepted this challenge and conquered it.

Art Shell did more than just come to play. He came to excel. He came to be the best. He came to win — and he did! ❑

Hall of Famer TED HENDRICKS

INDUCTED 1990



What can you expect from a tall, skinny mathematics major who took courses in electromagnetic theory and differential equations, owned his own limousine, spoke fluent Spanish — and earned four Super Bowl rings while playing at linebacker for a total of 215 regular season games for three different National Football League teams?

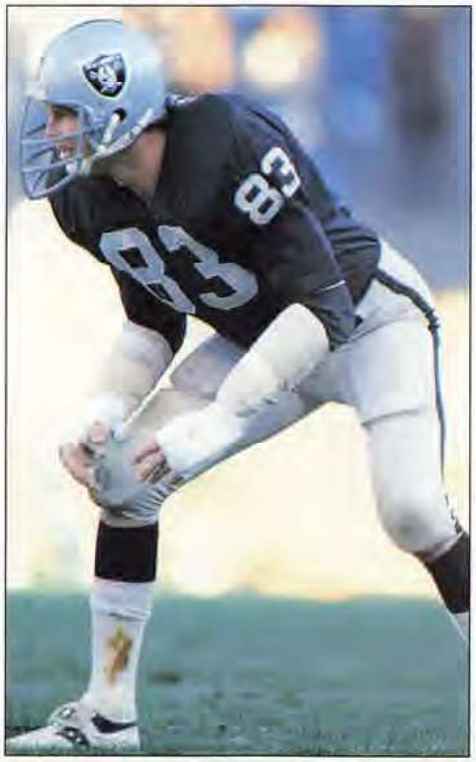
Well, if you're the Raiders — the last of three teams he played for during 15 years in the pros — you can expect to list Theodore Paul Hendricks among those wearing the Silver and Black who have earned enshrinement in the Pro Football Hall of Fame.

People who lead off a description of Ted Hendricks by itemizing his eccentricities miss the point. He wasn't elected to membership in the Pro Football Hall of Fame because of his sense of humor or his different style of life. No, indeed. Ted Hendricks earned a spot with 163 other greats of the game by his extraordinary accomplishment on the field from 1969 thru 1983, with the Baltimore Colts (1969-73), Green Bay Packers (1974) and Oakland/Los Angeles Raiders (1975-83).

Playing 215 consecutive games at linebacker — as physical a position as there is in modern professional football — is in itself a monumental accomplishment. Playing in eight Pro Bowls is a measure of the respect in which Ted Hendricks was held by NFL players and coaches who vote to select these Pro Bowl players.

In his 15 playing seasons Hendricks blocked 25 field goals or extra points, including one for the Raiders in their 27-10 victory over the NFC Champion Philadelphia Eagles in Super Bowl XV. He sacked quarterbacks in days when they weren't recorded. He blocked passes. He made tackles along the line of scrimmage. He intercepted 26 passes. And on an NFL-record four occasions he made the plays in the end zone for safeties. He recovered 16 fumbles. He scored one touchdown on a pass interception return, another on a blocked punt return and a third on a fumble return. Not bad defense for a guy who started as a quarterback in high school football.

Ted Hendricks had some personal rules for playing in the NFL that may have affected his longevity. "Don't stand around pile-ups. Don't go to the ground unnecessarily. Avoid intersquad scrimmages and Training Camp scrimmages against other teams..." and more. But when plays had to be made all the rules went out the window and there was six-foot-seven of great linebacker in the middle of the action.



When plays had to be made all the rules went out the window and there was six-foot-seven of great linebacker in the middle of the action.

Ted Hendricks was in the playoffs nine times and on four Super Bowl teams, including all three World Championship triumphs with the Raiders in Oakland and Los Angeles. Earlier, he had played in Super Bowl V with the Baltimore Colts who had drafted him in the second round of the 1969 NFL draft.

Hendricks was born in Guatemala, where his parents were airline employees. He played his interscholastic football in Hialeah, Florida, then went on to the University of Miami where he was a three-time All America choice as a defensive end. But he lasted until the second round of the draft as NFL clubs were uncertain about how he would fit and where he would play as a pro. Wasn't he too skinny at 214 pounds to be a defensive end and too long legged at 6-7 to be an outside linebacker? Could he keep blockers from getting to his legs and cutting him?

Well, people tried. They tried for 15 years. They tried for 215 league games and four Super Bowls. And they failed.

Ted Hendricks had long arms, exceptionally good use of his hands, and great balance and agility. Blockers did not get to his feet. They ended on the ground as he worked his way into another tackle.

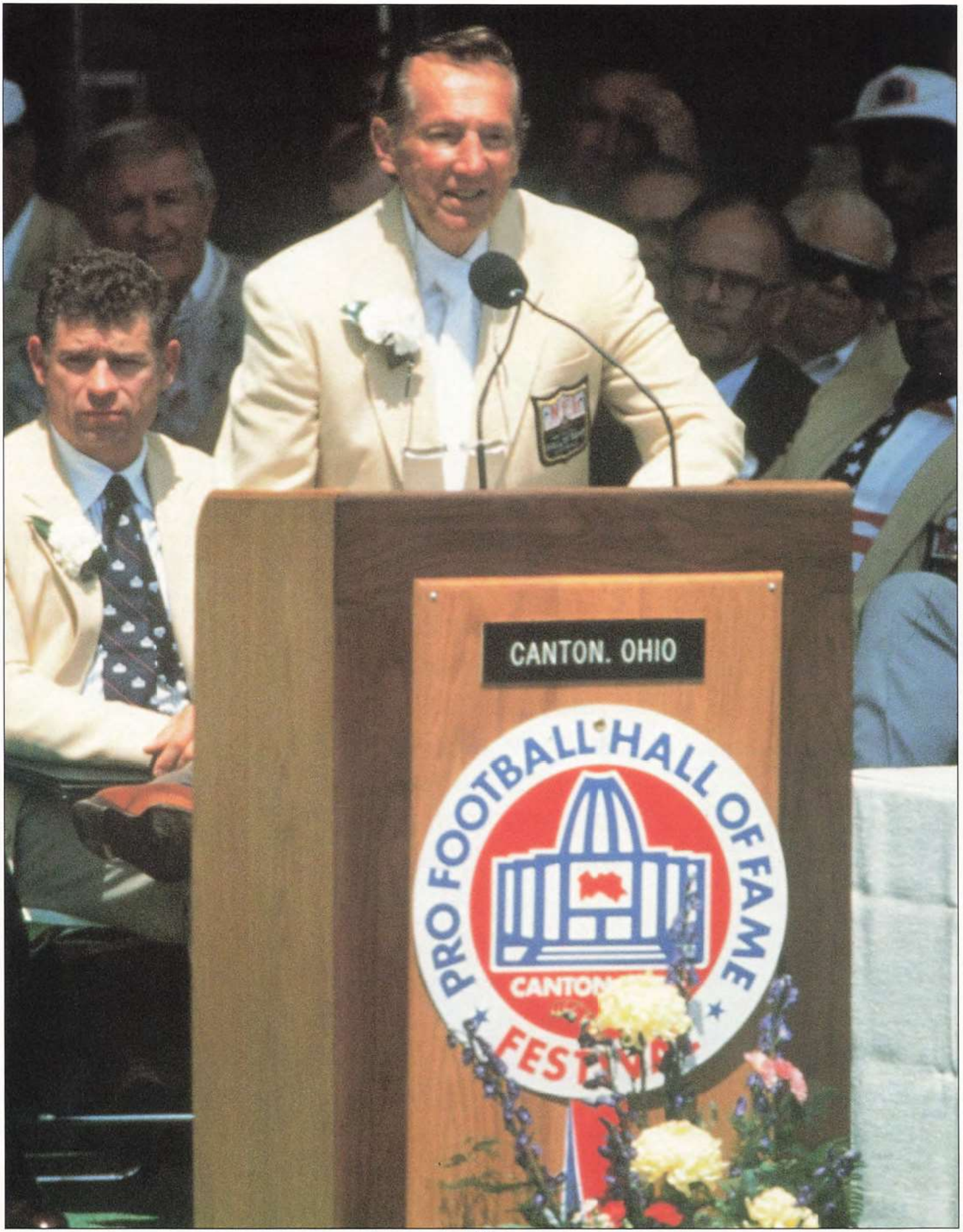
A legendary practical joker, Ted Hendricks was a serious football player. He possessed rare instincts as to what an opponent could do or would do. Turned loose — within reason — in some Raider defensive alignments he distorted an offensive game plan. The offense had to know where he lined up, and account for him. As he moved around they had to adjust, then try to re-adjust when he relocated.

Cincinnati Bengals running back Boobie Clark summed up the problems Hendricks created. "I just hate it when I have to try to block him. I mean he moves around. When you get to him he pounds you with those arms. And he's so quick he's gone before you realize it. He's got that wiry body and he's so smart. Just a helluva player."

The uncanny thing about Hendricks' defensive play was his ability to feel where an opponent would attack and to position himself to create the biggest possible problem. Uncommon plays — the leaping interception, the ability to shed a block to make a tackle or sack — became the ordinary for Hendricks.

As Raider assistant coach Charlie Summer said about Hendricks in the 1980 Super Bowl season, "At least once a game he'll do something great and I won't know how he did it."

It wasn't by accident that Ted Hendricks made those remarkable plays — and it's not by accident that he is one of the very few outside linebackers enshrined in the Pro Football Hall of Fame. ❑


CANTON. OHIO
PRO FOOTBALL HALL OF FAME

The great accomplishments in his remarkable professional football career earned Raider owner Al Davis a hallowed place in the Professional Football Hall of Fame. Mr. Davis now is enshrined as one of the only 164 people so honored in the 73-years in which the National Football League has been in operation. Even more rare is being one of only a dozen or so Hall of Fame members chosen who were not players at the pro level. So few who did so much for the game they loved.

The magnificent four decades in which the Raiders, led by Al Davis — first as head coach and general manager, then as managing general partner and now as owner — became professional sports winningest team, are a chronicle of achievements never equalled. Al Davis is the only man in this sport to have been an assistant coach, head coach, scout, general manager, league commissioner and team owner.

The litany of Davis' accomplishments in meeting these varied challenges is well known, but there are other fascinating contributions made by Al Davis that are not nearly as recognized.

When Al Davis, just in his early 20's, was an assistant coach at Adelphi College on Long Island, New York, he wrote a number of very sound, analytical articles on various technical phases of football for the leading coaching manuals — "Scholastic Coach Magazine" and "Athletic Journal." These became topics of conversation in the coaching profession and led to Davis' frequent participation as a lecturer at football coaching clinics.

Later, while on active duty as a coach in the United States Army at the Engineering Center at Fort Belvoir, Virginia, Al Davis developed a ranking service powerhouse football team that went on to defeat the national college champion University of Maryland team in a squad game. A number of players from that team — his first as a head coach — were in attendance when Davis was enshrined in the Hall of Fame in August, 1992 — nearly 40 years later. Al Davis' legendary loyalty had begun very early in his career.

At only 24 years of age, Al Davis worked with the Baltimore Colts, primarily in player personnel. There he was associated with a crafty, cunning veteran of the football wars — Colts' director of player personnel Keith Molesworth. The "Admiral" was an astute teacher. Al Davis was a willing student.

It was then off to the Citadel Military College in Charleston, South Carolina as an assistant coach and chief recruiter. A number of phases of the "no huddle" or "quick huddle" football now in vogue in the NFL were forecast by the "race horse football" developed there by coach Davis.

Few have done so much for the game they loved.

In the final years of the '50s, Al Davis served on the football staff at the University of Southern California, under head coach Don Clark — one of the finest men to have ever been involved in sports. That USC team included a pair of athletes who went on to be enshrined in the Pro Football Hall of Fame — tackle Ron Mix and defensive back Willie Word. Also recruited by Davis for USC was an offensive lineman named Marv Marinovich, father of talented young Raider quarterback Todd Marinovich. Also on that coaching staff with Al Davis was another Pro Football Hall of Fame member, Mel Hein — a great center and linebacker for the New York Giants in the '30s and '40s. Hein would later become Director of Officials for the American Football League when Al Davis was asked by AFL owners to leave coaching and become Commissioner of the American Football League.

Al Davis was a pioneer in the AFL, having been hired by Los Angeles Chargers head coach Sid Gillman to help start the team and handle the passing game for the new club. The Pro Football Hall of Fame connection continued as Gillman was later voted in and another young assistant from that staff — Chuck Noll — is a certain candidate for that honor in the near future.

Among the great players Al Davis coached with the Chargers was superlative wide receiver Lance Alworth, who later selected Davis to make the presentation speech when Alworth was enshrined in the Hall of Fame — one of eight players to have named Al Davis to present them.

In 1963 Al Davis moved from the championship-quality Chargers to the struggling Oakland Raiders as head coach and general manager. He brought order out of chaos immediately and came within one game of the championship, going 10-4-0 in his first season.

"Bump-and-run" coverage — a principle Al Davis developed after watching John Wooden, legendary basketball coach at UCLA, employ tight pressing defensive tactics — was just one of many innovations he brought to the sport. Off-season mini-camps and strength coaches were examples of different phases of his pioneering approach.

As a member of the NFL's Competition Committee responsible for the rules of the game and the league's personnel systems, Al Davis continued to be one of the most creative and influential members of the league.

The Raiders under Al Davis have won the American Football League Championship, three American Football Conference Championships and three World Championships of Professional Football. They have had 65 different players chosen to play in the NFL Pro Bowl or the AFL All-Star Game. They have had five head coaches named as coach-of-the-year. They have had eight people enshrined in the Pro Football Hall of Fame. They have won or shared 14 division championships and been in the playoffs in 17 different seasons. At one point they had 16 consecutive years with winning seasons. At one point they scored in 217 consecutive games.

The Raiders have had the greatest players, the greatest coaches, the greatest plays and played in the greatest games in the history of professional football. This is a legacy of Pro Football Hall of Fame member Al Davis, for "GREAT MEN INSPIRE IN OTHERS THE WILL TO BE GREAT." ❑

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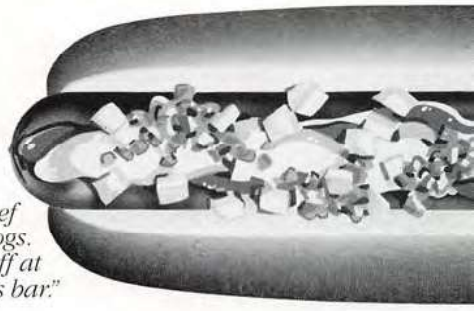
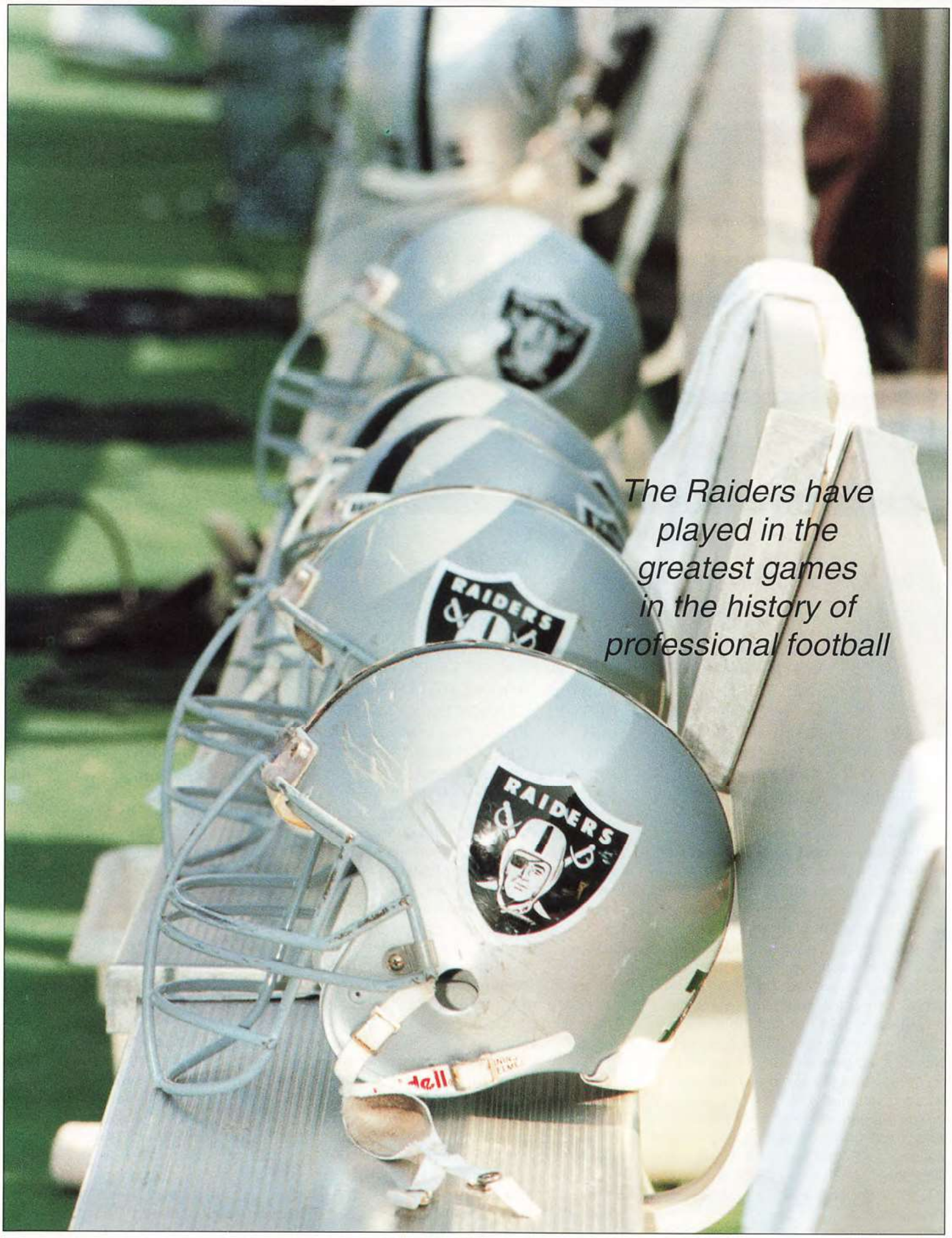


100% beef hot dogs. Top them off at "the works bar."



The Raiders have played in the greatest games in the history of professional football

DECEMBER 8, 1963

Change — revolutionary change — had come to the Oakland Raiders in 1963. A dynamic, 33-year old football genius had come to the failing Oakland club from the powerful San Diego Chargers — Al Davis. Davis was now the youngest man in professional football at the time to hold the dual responsibilities of head coach and general manager. In fact, only one man — NFL founder George Halas — ever held those jobs together at a younger age.

In 1962, before Davis' arrival, the hapless Raiders finished dead last with a 1-13-0 record. For their three years in business the Oakland Raiders had a record of 9-33-0. Easily the poorest record of any team in the young American Football League. But those dismal days would soon be only memories.

Draft choices were signed, trades were made, free agents chose Oakland, option play-outs headed west. Finally, a football team was being assembled in Oakland. Training camp moved inland from the coastal resort of Santa Cruz, California to warm, quiet Santa Rosa — 65 miles north of Oakland. New assistant coaches and scouts joined the emerging organization. Seven-day weeks became the norm, with each day planned and productive. Phone bills climbed geometrically as information on college and pro personnel was collected and evaluated.

The Raiders opened the 1963 season with a win for the first time in their four seasons. Another first — a win over the Chargers, 34-33 in San Diego on October 27, after six consecutive losses to the Chargers.

Now, coming up on the rematch with the Chargers in Oakland in early December, the Raiders had a 7-4-0 record for the '63 season to date.

Frank Youell Field — a temporary facility built with an "erector set" in the shadow of the Nimitz Freeway — held an overflow crowd of 20,249 for the Raiders-Chargers rematch.

Under future Pro Football Hall of Fame coach and general manager Sid Gillman, the Chargers built an outstanding club with "blue chip" players everywhere, including a pair of future Hall of Famers — wide receiver Lance Alworth and offensive tackle Ron Mix plus Tobin Rote, a proven veteran of more than a decade in the NFL and Canadian Football League, at quarterback.

OAKLAND RAIDERS 41
SAN DIEGO CHARGERS 27

RAIDER STARTING LINEUPS

		OFFENSE			DEFENSE
WR	80	ART POWELL	LE	80	DALVA ALLEN
LT	77	PROVERB JACOBS	LT	73	CHUCK McMURTRY
LG	66	SONNY BISHOP	RT	46	DAVE COSTA
C	00	JIM OTTO	RE	88	JON JELACIC
RG	65	WAYNE HAWKINS	LLB	49	JACKIE SIMPSON
RT	70	DICK KLEIN	MLB	56	ARCHIE MATSOS
TE	86	KEN HEROCK	RLB	81	CLANCY OSBORNE
WR	40	BO ROBERSON	LCB	24	FRED WILLIAMSON
QB	15	TOM FLORES	RCB	25	CLAUDE GIBSON
RB	37	ALAN MILLER	SS	27	JOE KRAKOSKI
RB	36	CLEM DANIELS	FS	35	TOMMY MORROW

From the "go", the Chargers displayed their offensive punch. Rote passed to halfback Keith Lincoln for 26 yards on the first play of the game. A few downs later, Rote passed to wide receiver Don Norton for 32 yards and a 7-0 lead for the Chargers after only 1:53 had elapsed.

Former Olympic speedster Bo Roberson took the subsequent kickoff back 39 yards, but on third down the series died as quarterback Tom Flores went down under a pile of Chargers pass rushers. But in their next possession the Raiders got moving. A halfback pass from Clem Daniels to big wide receiver Art Powell, then two from Flores to Powell, set up a 37-yard field goal by Mike Mercer. Chargers 7-Raiders 3.

San Diego added a TD at the start of the second period to go up, 14-3. Then Tom Flores went deep middle for 45 yards and a touchdown to Art Powell to close in again. Chargers 14 — Raiders 10. San Diego then scored with 50 seconds left in the half, missed the extra point and went into the dressing room ahead, 20-10 at halftime. There had been a combined total of 453 yards on offense in the first half.

Head Coach Al Davis changed to Cotton Davidson at quarterback in the second half. Late in the third quarter the Chargers lit the scoreboard again when Tobin Rote fired a 15-yard pass to Lance Alworth in the end zone. With three quarters gone, the Chargers held a 17-point lead at 27-10.

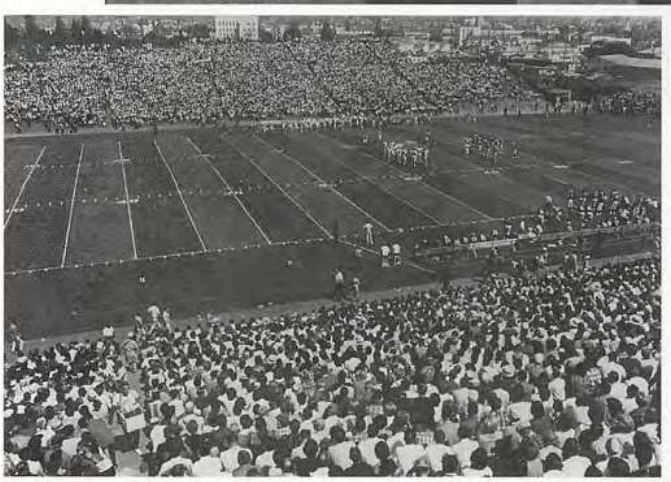
Five plays into the final quarter, Raider safety Tommy Morrow recovered a Charger fumble on the San Diego 39 and now a great Raider comeback began. It's easy to refer to Raider comeback tradition now in the '90s, but in 1963 that history of come-from-behind wins didn't yet exist. It had to be fought for, developed, nurtured and passed on from squad to squad. Pride and poise, pride in performance, commitment to excellence — these would be bought and paid for only with blood, sweat and tears. But this fourth quarter against the Chargers was the beginning, an important first step.

Cotton Davidson, on third and goal from San Diego's 10, passed to Art Powell for a touchdown to cut the Chargers margin to 10 points, 27-17. Twelve minutes and 48 seconds were left on the game clock in the graying northern California sky.

Two plays after the kickoff, aggressive Raider defense forced another fumble. This time safety Joe Krakoski recovered for Oakland on the San Diego 23-yard line. The roar of the crowd far exceeded the size of the crowd, but San Diego would not surrender. Three incomplete passes and then a Mike Mercer field goal — covering 30-yards to move the Raiders within seven with 11:36 left to play.

Rather than taking time off the clock, the Chargers came out passing, but soon they were faced with a fourth-and-five on their own 38. The center snap to punter Paul Maguire came back on two or three bounces. Maguire couldn't get the handle and instead tried to kick it as the ball lay on the ground. The ball dribbled to just the San Diego 43. Here come the Raiders!

On one crucial third down Cotton Davidson scrambled free to gain 12 yards and the first down. Then, on a first-and-goal from the San Diego nine, a designed draw sent in by Coach Davis took advantage of the scattered Chargers pass



(Left) Head coach Al Davis orchestrated Oakland's amazing rally at Frank Youell Field (inset).

defense and allowed Davidson to run in for the tieing touchdown. Raiders 27 — Chargers 27 with 7:54 left to play.

On the next San Diego punt, with a face mask penalty added on, the Raiders started on the San Diego 39. After a one yard loss and an incomplete pass, the wily Davidson went 40 yards into the end zone to Art Powell for the touchdown that put the Raiders ahead, finally, 34-27, with 5:35 left to play.

Charger head coach Sid Gillman now replaced Tobin Rote with John Hadl to get a younger, more mobile quarterback on field. Middle linebacker Archie Matsos broke up a third down pass attempt. When San Diego went for it on fourth down, linebacker Clancy Osborne stepped in front of Hadl's pass and returned it to the San Diego 12. Three plays later fullback Alan Miller plunged over from the two to take the Raider lead to 14 points, 41-27, with only 1:06 left to play. To prevent any Charger heroics, the Raiders went for a surprise on-sides kick, perfectly executed by Mike Mercer. Glenn Shaw recovered for Oakland and the game soon ended with the Raiders in control of the ball — and the ballgame!

The Oakland Raiders had scored 31 points in the fourth quarter — a club single-quarter scoring record that still stands 30 years later. In fact, the 31-points were actually scored in a span of just 11 minutes and 42 seconds.

Incredible? A miracle? Impossible?

Not really. This comeback — a forerunner of so much to come — was the result of meticulous planning, intense preparation, and great execution under fire by players and coaches alike. The Raiders, who had gone 1-13-0 in 1962, would go 10-4-0 in 1963 under new head coach — general manager Al Davis. This nine game swing stands even today as the greatest single season improvement by a team in the entire history of the National Football League. Names and faces, leagues and stadiums, playing rules and other things would change over the years. But one thing would never change for those who earned and cherished the privilege of wearing the Silver and Black — RAIDER WILL TO WIN WOULD ENDURE FOREVER! ❑

SUPER BOWL XI — January 9, 1977

In 1976, the Oakland Raiders had thundered into the Super Bowl with a 13-1-0 regular season mark and a 2-0-0 record in the AFC Playoffs. These AFC Champions would enter the Rose Bowl on Sunday afternoon, January 9, 1977, riding a 12-game win streak. One more win now would earn the World Championship of Professional Football. This was a great football team, just one step away from proving it for the world, once and for all.

Four of these Raiders had played for Oakland a decade earlier in Super Bowl II — running back Pete Benaszak, wide receiver Fred Biletnikoff, cornerback Willie Brown and guard Gene Upshaw. Linebacker Ted Hendricks had been to an earlier Super Bowl while with the Baltimore Colts.

The NFC Champion Minnesota Vikings, entering the Super Bowl for the fourth time, still seeking a first World Championship, had gone 11-2-1 in 1976, before winning a pair of playoff games to make it to the finals once again. The favored Vikings roster was filled with veterans of previous Super Bowls on every unit.

Raider owner Al Davis had crafted his team with meticulous care. Five of the Raider starters would later be enshrined in the Pro Football Hall of Fame — wide receiver Fred Biletnikoff, cornerback Willie Brown, linebacker Ted Hendricks, tackle Art Shell and guard Gene Upshaw.

The two practice weeks leading to Super Bowl Sunday had gone extremely well for the Raiders. Physically and mentally this Raider squad would be perfectly prepared to win. In fact, after watching the final "defensive day" on the Wednesday before the game, Raider executive Al LoCasale told head coach John Madden, "Unless our team bus turns over going up the canyon to the Rose Bowl Sunday, this one won't even be close."

This belief was shared quietly by all the Raiders. As linebacker Phil Villapiano stated, "We knew on Wednesday we were going to win. The only hard part from then on was waiting for the game." This was a confident football organization, with a total commitment to excellence motivating everyone with the Silver and Black. To this group, coming to the Super Bowl wasn't enough, not nearly enough. These Raiders traveled south to headquarter in Newport Beach, train at Cal-Irvine and play at the Rose Bowl all for just one reason — to win a World Championship.

Game day was clear and sunny, with the temperature near 60 degrees at kickoff, with a slight breeze out of the northwest. Every one of the 103,424 tickets were in good hands. The Raiders were in white, the Vikings in purple.

Raider special teams captain, tight end Warren Bankston, won the coin toss and head coach John Madden chose to receive. The Raiders quickly marched downfield, gaining scoring position early. But Errol Mann's 24-yard field goal try misfired, hitting the left upright and bouncing back.

Ken Stabler smiled after the miss and told Coach Madden on the sidelines, "No worries, John. There's plenty more points out there for us."

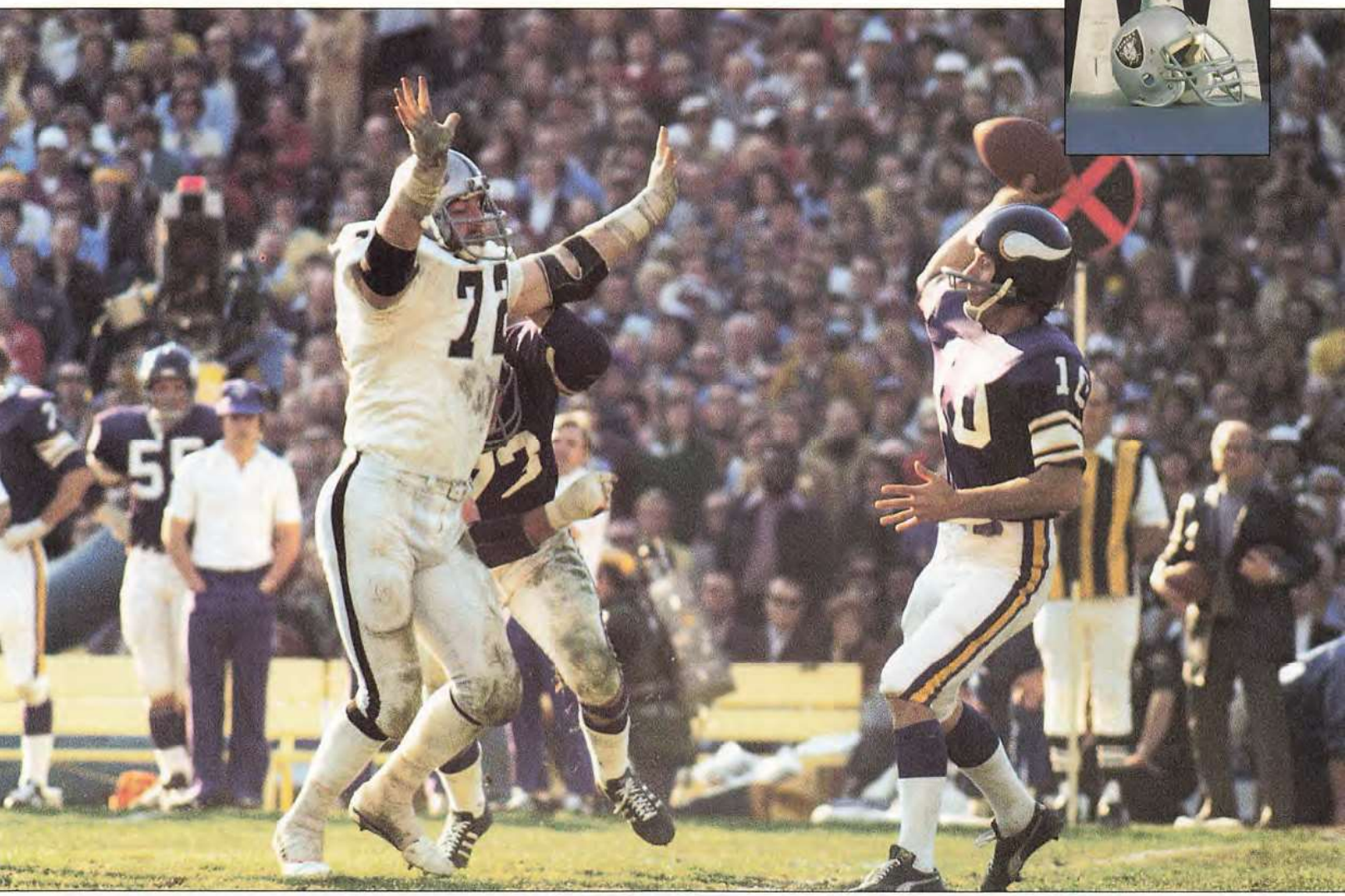
Safety George Atkinson, pound-for-pound the toughest strong safety in football, broke up a Fran Tarkenton pass to doom the Vikings first possession. A Ray Guy punt of 51 yards later pinned Minnesota deep. On third down Tarkenton went deep for wide receiver Sammie White who could find no free space with Willie Brown matching him step-for-step in tight man-to-man coverage.

OAKLAND RAIDERS 32
MINNESOTA VIKINGS 14

RAIDER STARTING LINEUPS

		OFFENSE			DEFENSE
WR	21	CLIFF BRANCH	LE	72	JOHN MATUSZAK
LT	78	ART SHELL	MG	74	DAVE ROWE
LG	63	GENE UPSHAW	RE	60	OTIS SISTRUNK
C	50	DAVE DALBY	LLB	41	PHIL VILLAPIANO
RG	64	GEORGE BUEHLER	ILB	58	MONTE JOHNSON
RT	75	JOHN VELLA	ILB	39	WILLIE HALL
TE	87	DAVE CASPER	RLB	83	TED HENDRICKS
WR	25	FRED BILETNIKOFF	LCB	26	SKIP THOMAS
QB	12	KEN STABLER	RCB	24	WILLIE BROWN
RB	30	MARK van EEGHEN	SS	43	GEORGE ATKINSON
RB	28	CLARENCE DAVIS	FS	32	JACK TATUM

Pandemonium reigned in the Raiders' lockerroom after earning the title "World Champions."



John Matuszak (72) and Raider defense dominated Fran Tarkenton and the Minnesota offense.

On the next Raider series danger threatened. On fourth down from the Oakland 34-yard line, Ray Guy had his first-ever pro punt blocked. It was now Minnesota's ball, first-and-goal on the Oakland three yard line.

No panic for the Raiders, however. Just dig in and stop 'em. Play tight defense. Real tough defense, Raider defense.

On first down, giant rookie defensive tackle Charles Philyaw stopped the Vikings Chuck Foreman after one yard. Then, on second down, a wall of white jerseys rose up and stopped Brent McCanahan dead in his tracks. A hit by Phil Villapiano jarred the ball loose and inside backer Willie Hall dove to claim the football for the Raiders. Raiders ball on their own three yard line, but not for long.

Facing a third-and-seven on their own six the Raiders called "17 Bob Trey O" with Clarence Davis going off left tackle behind a lead block by fullback Mark van Eeghen. Tight end Dave Casper blocked down from his spot on the left side. Guards Gene Upshaw and George Buehler pulled behind the line to get in front of "C.D." as he turned upfield, broke to the left sideline and gained 35-yards. The Raiders were on their way to a Super Bowl record 266 yards on the ground. Clarence Davis would be the rushing leader with 137 yards and 17 Bob Trey 0 would be the featured play.

Stabler mixed pass and run and moved the Raiders to the Minnesota seven. Then, with David Humm holding, Errol Mann was right down the middle on a 24-yard field goal to give the Silver and Black a lead, 3-0, that they would never relinquish.

Raider defense was dominating. Three downs and out for the Vikings. Raider ball on their own 36. Stabler opened with a quick out to Cliff Branch for eight yards. Then another to Branch for two yards, then 19-yards to Dave Casper. Carl Garrett, in at halfback, danced his way for 13 yards. Finally, a third-and-three on the Minnesota six. Stabler straight back to pass. Fred Biletnikoff, split wide right, drove downfield with Viking cornerback Nate Wright in tight coverage. Biletnikoff looked inside, broke out sharply to the sideline, caught the perfect pitch from Stabler and was pushed out on the one-foot line.

The Vikings were the NFL's toughest team to score on from in close. John Madden capitalized on their aggressiveness by calling a beautifully designed play-action pass on the next play. Stabler faked inside, then threw to tight end Dave Casper all alone going left in the end zone. Casper went tall for the ball and the Raiders were now ahead 10-0 after 7:50 of the second quarter.

Again, Raider might and muscle gave the Vikings nowhere to go on offense. Corners Skip Thomas and Willie Brown totally denied Minnesota receivers a

Tight end Dave Casper's grab (above) put the Raiders up 10-0 in the second quarter, while Willie Brown's touchdown on an interception (below) closed out the Raider scoring.

chance to get open. Again, three downs and out.

This time a 25-yard punt return by Neal Colzie put Oakland just 35 yards away from another touchdown. Four plays into the drive Stabler went back to Biletnikoff, again split right against Nate Wright. This time Fred faked outside, broke into the post and went sliding to the ground to catch the low pass less then a yard from the Minnesota goal line. Pete Banaszak then bulled his way over right tackle for the score. Mann missed the extra point and the Raiders lead stood at 16-0, the score as the first half ended. Raider defense had limited the Vikings to just four first downs. Raider offense had outgained the Vikes by more than 200 yards, 288 to 86.

There was no let-up for Raider defense as the second half opened. The Vikings could not cross midfield on their first two series. John Matuszak stuffed Chuck Foreman for no gain on a third-and-one and forced the punt. The Raiders then started on their own 46. Van Eeghen at right tackle for plus seven. Davis at left tackle for 16. Stabler to Branch for ten. Errol Mann kicked a 40-yard field goal. Raiders 19 - Vikings 0.

On the next series a roughing the punter penalty gave Minnesota a life. A defensive holding penalty on a long-yardage situation kept them on the move. Tarkenton took advantage of the breaks and finally got the Vikings on the board with an eight-yard pass to Sammy White to cut the Raider lead to 12 points, 19-7. The third quarter ended that way.

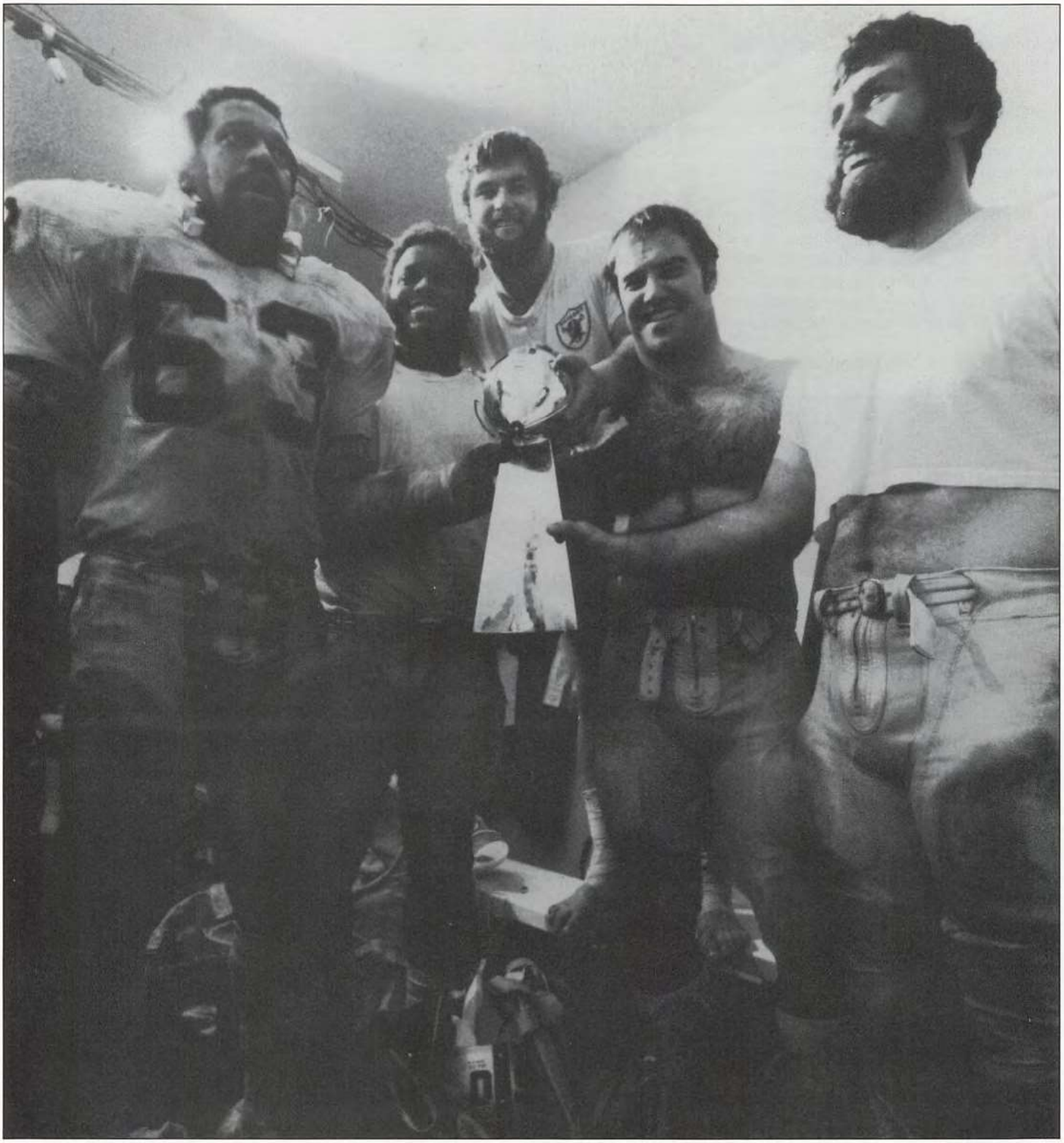
Five minutes into the final period a blitzing Ted Hendricks broke free, forcing Tarkenton to scramble. Tarkenton then threw wildly back across the field where linebacker Willie Hall glided in front of the intended receiver, intercepted and returned 16 yards to the Raider 46. On third-and-six, Stabler dropped to pass, looked the coverage off deep, then hit Fred Biletnikoff breaking open late in the vacant short middle area. Biletnikoff legged it all the way to the Minnesota two, setting up a touchdown run on the very next play. Pete Banaszak slashed at right tackle and the Raiders leaped ahead, 26-7. The competitive aspects of this championship game were history.

The Vikings kept firing, and the Raiders, in their expected aggressive, attacking style, fired back. With the ball on Oakland's 28, Tarkenton fired a short out to the left sideline. Willie Brown, for two decades the finest cornerback in football, proved his reactions were still at All-Pro level. "Old Man Willie" cut off the receiver's route, drove to the ball, intercepted and headed down the right sideline, flashing by disheartened players and coaches along the Minnesota bench. Seventy-five yards later the Raiders had 32 points and Willie Brown had a Super Bowl record interception return. A missed point-after left the score Raiders 32 - Vikings 7.

Raider left tackle Art Shell completely shut out Viking defensive end Jim Marshall — no tackles, no assists, no sacks. Upshaw was awesome in-line and on the run. At center, Dave Dalby controlled Vikings middle linebacker Jeff Siemon. On the right side George Buehler and John Vella were equally outstanding.

John Madden cleared the bench to be sure that every active player got game action in this Super Bowl triumph. The Vikings scored a meaningless TD with 25 seconds left in the game. By this time

Raider coach John Madden enjoys the glory of the Raiders dominating Super Bowl victory.



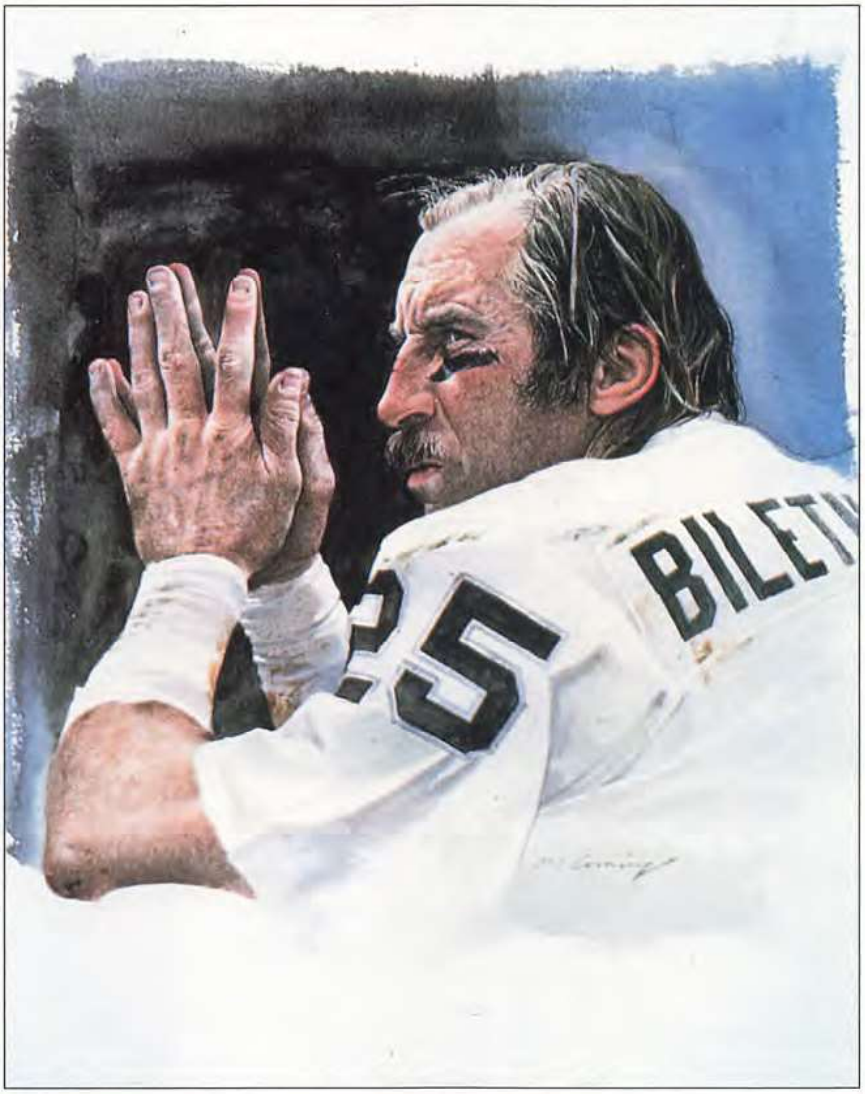
World Champion offensive linemen (left to right) Gene Upshaw, Art Shell, Dave Dalby, George Buehler and John Vella strike a pose with the Vince Lombardi Super Bowl trophy.

bedlam reigned on the Raider sideline. Defensive giants John Matuszak, Charles Philyaw and others carried Coach Madden off on their shoulders. The roar of the crowd was deafening.

Every proud Raider has his own personal, often highly emotional memory of the finish of Super Bowl XI. Mark van Eeghen remembers "standing on the 50-yard line late in the game, thinking I didn't want to leave the field. I knew that once I left, the glory of our victory would wear off soon."

Willie Brown remembers thinking "how winning this game made up for other Raiders who played before and didn't have a chance to participate on a winning Super Bowl team. The victory meant not only a lot to me, it meant a lot to the entire organization." ❑

FRED BILETNIKOFF, MVP OF SUPER BOWL XI



No one could have enjoyed the 32-14 domination of the Minnesota Vikings more in Super Bowl XI than Raider wide receiver Fred Biletnikoff. Or contributed more to the victory.

Biletnikoff was one of only four Raiders on the Super Bowl XI squad who had played in Super Bowl II nine years before when the Raiders lost to Vince Lombardi's Green Bay Packers. He never wore the ring the Raiders received after that game for being AFL Champions and runner-ups in the Super Bowl. To Fred Biletnikoff it was a "loser's ring."

There would be no loser's ring this time. Not if Biletnikoff had a hand in the outcome. Using both hands, he caught four passes for 79 yards in Super Bowl XI. Three of his receptions set up touchdowns that teammates scored from in close.

In the second quarter the Raiders led by a field goal when they drove to the Vikings six. Then Biletnikoff split wide right, head faked inside, broke to the right sideline and caught a classic "out" before being knocked out inside the one. On the next play, Ken Stabler found Dave Casper alone in the end zone for the game's first touchdown.

The next series found the confident AFC Champion Raiders at it again. This time, from the Minnesota 18, Biletnikoff faked outside with eyes, head and shoulders, broke sharply inside to the post and made a sliding catch, again inside the one. Fullback Pete Banaszak took it from there to give the Raiders a 16-0 lead.

In the final quarter, Banaszak punched over from the two after Stabler found Biletnikoff wide open in what Raider Radio play-by-play announcer Bill King described as "a yawning chasm in the Viking defense" for a 48-yard gain.

Four more yards on three catches and Biletnikoff would have scored on three touchdown passes.

Like Super Bowl II teammates Banaszak, Willie Brown and Gene Upshaw, the Super Bowl XI triumph had special meaning to Fred Biletnikoff.

The former Florida State University great was a disciplined self- starter, a proud, driven athlete who chewed hs nails, gave himself ulcers and guarded his hands like a surgeon. Biletnikoff believed he should never drop a ball. Not blessed with top speed, he excelled through great moves, total concentration and a complete understanding of the Raiders complex passing game. ❑

SUPER BOWL XV — January 25, 1981

Fans, media, local residents — everyone in New Orleans the week of Super Bowl XV — were greeted wherever they looked by the motto of the Raider organization — "COMMITMENT TO EXCELLENCE." The motto and the Raider emblem were emblazoned on giant billboards along highways and streets, on bus stop benches and on the sides of more than 100 city buses. They all helped get a similar message in this home of the NFC New Orleans Saints — the AFC Champion Oakland Raiders were in town!

The signs were part of the positive environment Raider owner Al Davis sought for his athletes. The NFC Champion Philadelphia Eagles had been installed as 3-1/2 point favorites to win this World Championship clash. The Eagles, after all, had defeated these same Raiders, 10-7, in Philadelphia just eight weeks earlier, recording an embarrassing eight quarterback sacks as they hounded Jim Plunkett from opening kickoff to game's end.

The underdog role set well with this Raider team. Having started off the 1980 season 2-3-0, then losing starting quarterback Dan Pastorini with a broken leg; having new starters everywhere on offense, defense and special teams; having made it all the way to the Super Bowl as a "wild card" team that already won playoff and conference championship games on the road — this was a team that had been battle-tested, that had learned to grow and conquer adversity.

"The moves and the legal confrontations were never allowed to be major distractions for our players and coaches," affirmed Raider Head Coach Tom Flores. "Al Davis would never let these things be distractions. The solitary purpose for us was to win. Anything else was secondary and Al would take care of those in his own time. The team never talked about anything other than playing and winning games. This is a very courageous bunch of guys. They absolutely refused to believe anything except that they could and would win. And win they did!"

After the 2-3-0 start, the 1980 Raiders went on to win 12 of the next 14 games to end up in New Orleans for Super Bowl XV. Included were a record three postseason wins — 27-7 over the Houston Oilers in the wild card game in Oakland, 14-12 over the Browns in frozen Cleveland Stadium and 34-27 in the AFC Championship game against the San Diego Chargers in San Diego.

The Eagles had won the NFC East with a 12-4-0 record, then beat Minnesota, 31-16, in the NFC Playoff and the Dallas Cowboys, 20-7 in the NFC Championship Game. Under Head Coach Dick Vermeil they arrived in Louisiana primed and ready to represent the senior conference in Super Bowl XV.

But, as had happened just four years earlier when the Silver and Black had totally dominated the Minnesota Vikings in Super Bowl XI, this World Championship Game would be a one-sided triumph for the Oakland Raiders.

Quarterback Jim Plunkett, Most Valuable Player in this one, clearly recalls the Raiders mental approach.

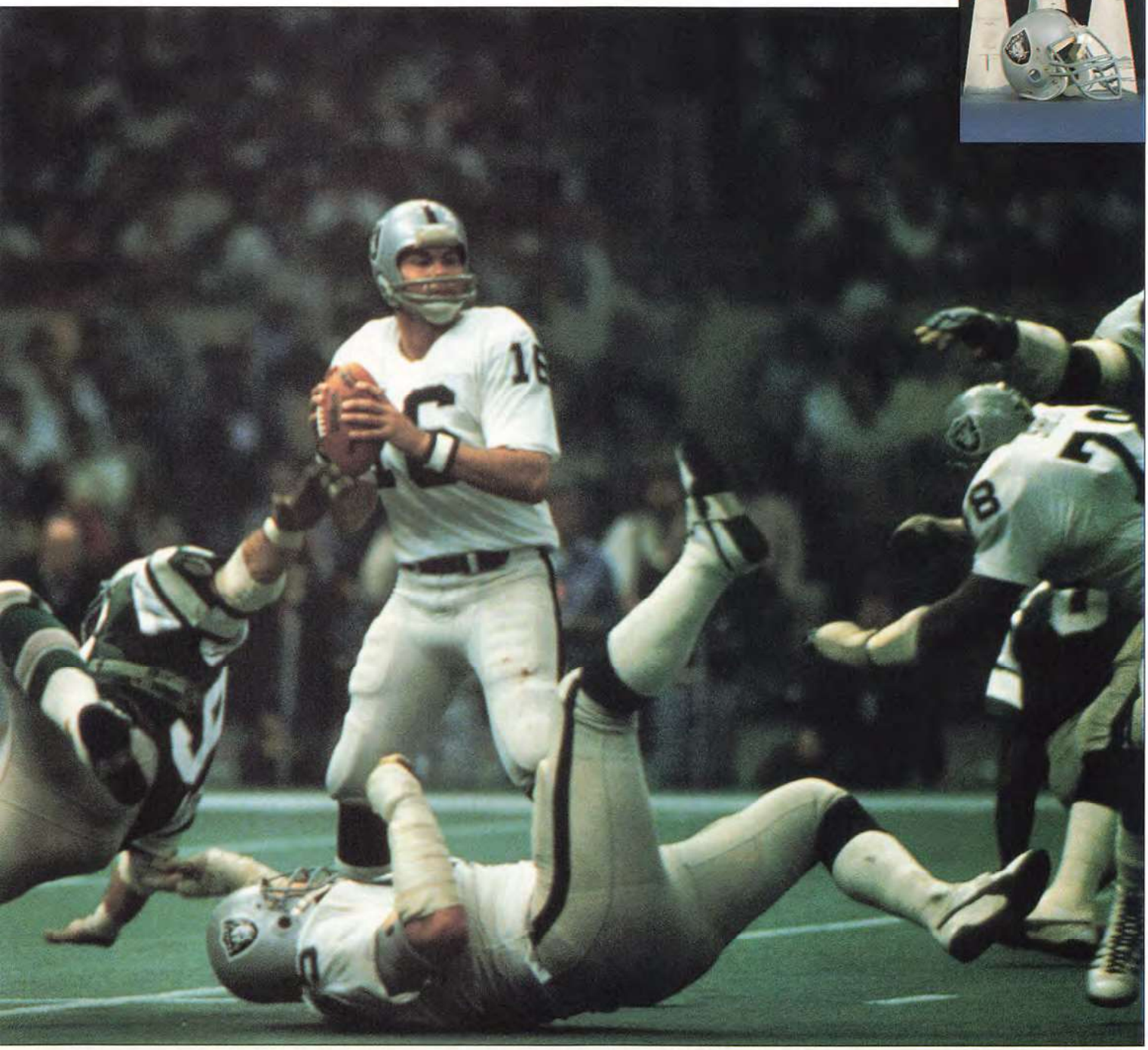
"Al Davis didn't say anything special about the game to us that week, other than the fact that he knew we could win it. It wasn't our job to get mixed up in all the legal situations. We just had to go out and play."

These combat-ready warriors in the white jerseys, silver pants and silver and

OAKLAND RAIDERS 27
PHILADELPHIA EAGLES 10

RAIDER STARTING LINEUPS

		OFFENSE			DEFENSE
WR	21	CLIFF BRANCH	LE	72	JOHN MATUSZAK
LT	78	ART SHELL	MG	62	REGGIE KINLAW
LG	63	GENE UPSHAW	RE	73	DAVE BROWNING
C	50	DAVE DALBY	LLB	83	TED HENDRICKS
RG	65	MICKEY MARVIN	ILB	55	MATT MILLEN
RT	70	HENRY LAWRENCE	ILB	51	BOB NELSON
TE	88	RAYMOND CHESTER	RLB	53	ROD MARTIN
WR	80	BOB CHANDLER	RCB	37	LESTER HAYES
QB	16	JIM PLUNKETT	LCB	35	DWAYNE O'STEEN
RB	30	MARK van EEGHEN	SS	36	MIKE DAVIS
RB	33	KENNY KING	FS	44	BURGESS OWENS



The Philadelphia defense, which had recorded eight sacks against the Raiders in a regular-season game, was unable to get to Oakland QB Jim Plunkett in New Orleans.

black helmets with the stark pirate logo on each side, quickly established their on-field superiority. On just the third play of the game Raider right side linebacker Rod Martin cut in front of a Ron Jaworski pass at the Eagles 47-yard line and returned it down to the 30.

"The Eagles somehow felt they could exploit Rod Martin," explained veteran Raider linebacker Ted Hendricks. "They decided to attack our right side, away from me. They tested Rod the whole game and they got nothing but three interceptions."

It took the eager Raider offense just a few plays and a few minutes to capitalize. On a third-and-goal from the Philadelphia two-yard line, quarterback Jim Plunkett set up looking for wide receiver Bob Chandler — one of six starters obtained in 1980 in trades engineered by Al Davis. Chandler was covered, but when Plunkett scrambled forward looking to run it, an Eagle linebacker reacted forward, leaving a hook spot open that secondary receiver Cliff Branch quickly filled. Plunkett fired and the veteran Branch clutched the game's first touchdown to his chest. Chris Bahr drilled the extra point to put the Silver and Black ahead, 7-0.

Raider defensive game plans were designed to control Eagles top rusher Wilbert Montgomery and force Philadelphia to go to the air. Design, through practice, concentration and intensity became execution. Montgomery was

Kenny King's record setting touchdown catch (above) provided the Raiders with all the points they would need, while the Silver and Black defense (shown below blocking a field goal attempt) continually stifled the Eagles' attack.

held to just 2.8 yards per carry on his 16 runs. Jaworski had to go topside and did so for a Super Bowl record 38 times.

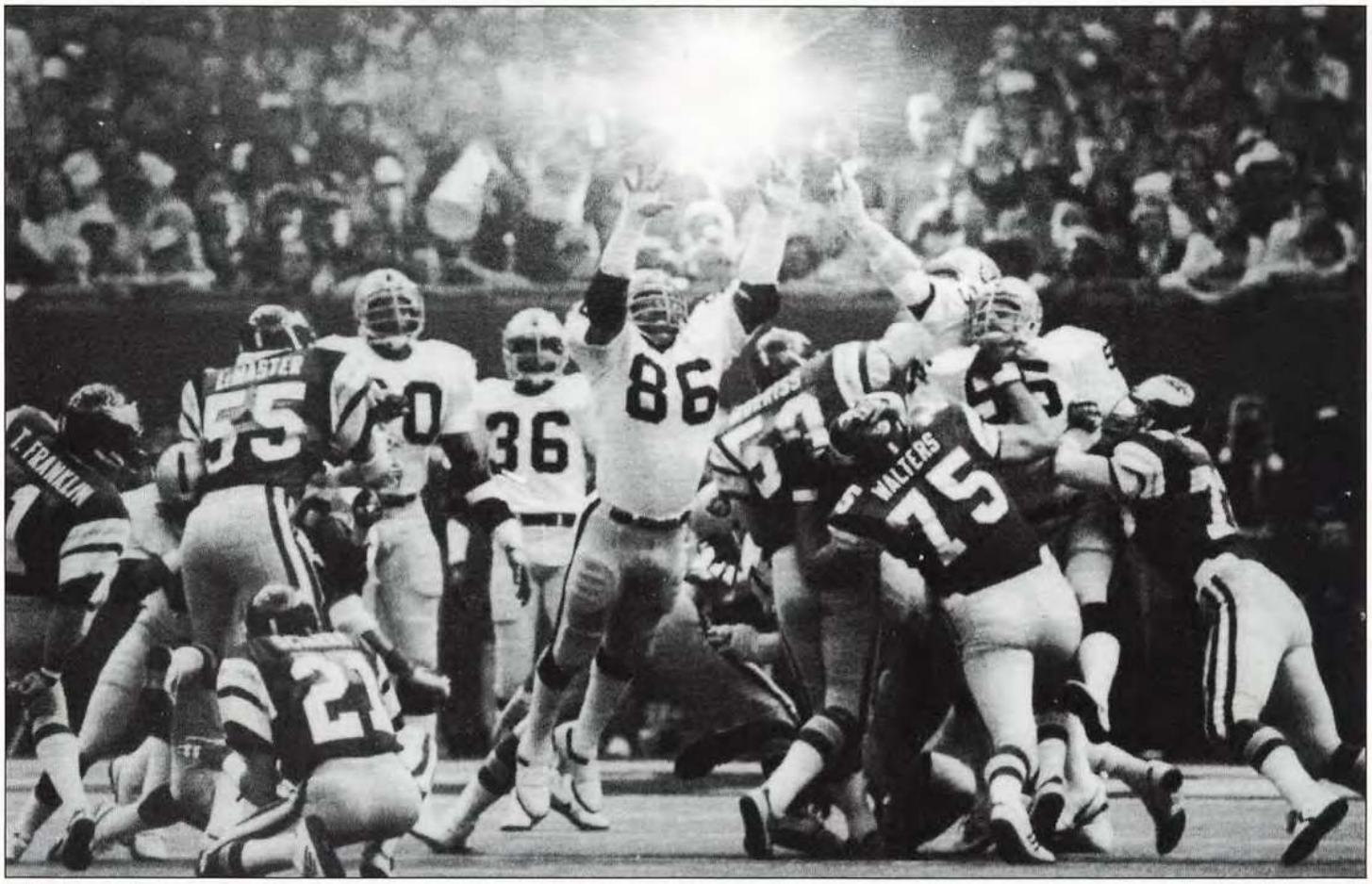
Philadelphia lost one scoring opportunity when a long pass was nullified by an obvious illegal motion penalty. The Eagles subsequently punted deep and the Raiders took over on their own 14-yard line. Two plays later, Raider Radio voice Bill King described the third-down play this way:

"The Raiders come up third and, oh, just about four. The ball is on their own 20. Branch to the left against Edwards. Chandler to the right against Young."

"Plunkett on a straight drop back. Here comes the rush, steps up, can't find anybody yet, takes off running to the left, throws on the move. It's caught by King at the 40. He'll get down to the 50. He'll go all the way! Nobody there. To the 20, to the 10, to the 5. TOUCHDOWN RAIDERS!"

Running back Kenny King, acquired that year in a trade with the Houston Oilers, had now set a Super Bowl record that has yet to be topped.

"I was running a simple six-yard pattern," said King, "when I saw Plunkett scramble, I took off up the field. The line-



Coach Tom Flores embraces Jim Plunkett after the Raiders' second World Championship in four years.

backer dropped me when he saw Plunkett start to run, and Plunkett got me the ball."

The play covered 80 yards and the Raiders now forged ahead, 14-0.

The Eagles made only two more first downs in the opening quarter but throwing to backs and tight ends primarily they moved to the Raiders 13-yard line. But there, defensive tackle Dave Pear and rookie linebacker Matt Millen made big plays, forcing the Eagles to settle for a 30-yard field goal to trail 14-3.

The Raiders missed a long field goal try midway in that second quarter and the Eagles began their best drive of the half, moving from their own 27 to the Raiders 11. But again the big Silver and Black defense met the challenge. Then Ted Hendricks — one of three future Pro Football Hall of Famers in the game for the Raiders — reached up and swatted away a 28-yard field goal attempt to preserve the 14-3 lead for his Oakland team.

Utilizing the feared Raider philosophy of pressure football — not percentage football — Coach Flores had his offense firing away right from the start of the third quarter. Plunkett hit Kenny King for 13 along the right sideline, then found Bob Chandler crossing from right to left for 32 more yards. One play later Plunkett went deep down the left side where Cliff Branch outpositioned and outleaped Eagles cornerback Roynell Young for a spectacular touchdown that put the Raiders way out in front, 21-3.

Chris Bahr added a pair of field goals — a 46-yarder in the third quarter and a 35-yarder in the final period. The Eagles finally scored a touchdown early in that fourth quarter. Rod Martin got his second and third pass interceptions, defensive end Willie Jones recovered a fumble, safety Burges Owens was in on nine tackles, safety Mike Davis knocked down three passes. Raider pass protection was near perfect. Mark van Eeghen ran for 80 yards total. Branch caught five passes for 67 yards and two scores while Chandler caught four for 77 yards and King two for 93 yards and one TD. Jim Plunkett completed 13 of 21 (61.9 percent) for 261 yards (20.1 yards per completion), three touchdowns and no interceptions. The Raider defense forced four turnovers. The offense gave up absolutely none. Middle guard Reggie Kinlaw was everywhere. As Eagles coach Dick Vermeil once hollered to his coaches, "Where the hell is that number 62 (Kinlaw) coming from?"

Coach Tom Flores addressed the squad and staff in the dressing room after the big win:

"We won the game. We were the best team. We deserve to be World Champions. I'm proud of you. I love it. This is the greatest moment of my life. I'm very proud

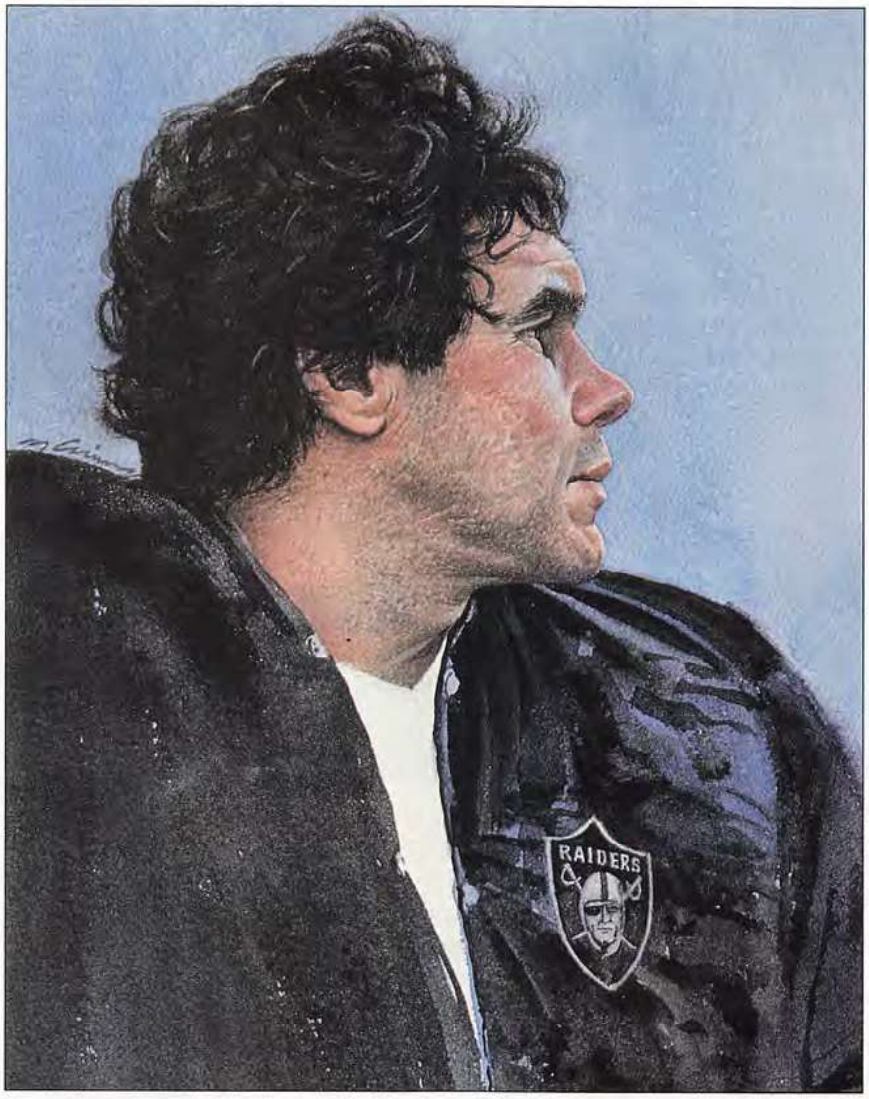
Linebacker Rod Martin, whose three interceptions helped spark the Raiders dominating defense, begins celebration on the sideline as Super Bowl XV draws to a close.

of this bunch of guys."

The final word on this great season by the underdog Raiders belonged to the boss — Al Davis — as he accepted the Super Bowl trophy from NFL Commissioner Pete Rozelle.

"...You know that when you look back on the glory of the Oakland Raiders, this was our finest hour... to Tom Flores, the coaches and the great athletes, you were magnificent out there...Take pride and be proud. Your commitment to excellence and your will to win will endure forever. You were magnificent." ❑

JIM PLUNKETT, MVP OF SUPER BOWL XV



The Raiders led 7-0, but deep in their own territory a third down play was in trouble. Quarterback Jim Plunkett had dropped back looking for wide receiver Bob Chandler. Plunkett could feel the defensive pressure around him.

"Chandler was covered," Plunkett later explained, "and I knew protection was running out. Then I saw Kenny King wave his arm. He was behind the cornerback. All I did was get the ball over the hands of the man covering Kenny. What a great catch he made. Then he outran everybody in the Eagles secondary."

The play traveled 80 yards and the Raiders were on their way to a dominating 27-10 victory over the NFC Champion Philadelphia Eagles. It was a key play, the kind, said Plunkett, the Raiders had made all season in 1980, turning bad plays into good ones, recovering from near-disaster to shattering victory. Plunkett himself was a prime example of the unique Raider tradition.

A free agent just two years before, signed after being waived thru the entire league, Plunkett learned the Raiders system and got his chance to play when starter Dan Pastorini went down with a broken leg in the fifth league game. Plunkett became the sixth quarterback to win a Super Bowl MVP award but the first to do it with his third NFL team.

Plunkett passed for 261 yards and three touchdowns without an interception. Meticulously prepared for the two weeks since the AFC Championship game win by Head Coach Tom Flores, Plunkett called a near-flawless game, leading an offense that totaled 377 yards and was successful on 50 percent of its third down plays.

After being the very first player selected in the 1971 NFL draft, the former Stanford University Heisman Trophy winner spent five seasons as the starter for the New England Patriots before being traded to the San Francisco 49ers. Two years later, he was released by San Francisco after the 1978 preseason. He admits considering quitting the game. "When you get cut you begin to think," he said. "I got pretty low."

The low just made the rebound all the higher. "Jim didn't throw a bad pass all day," said Cliff Branch, who caught two touchdown passes from Plunkett in the Super Bowl win over the Eagles.

Added Plunkett, "That tells you what kind of a year it was." ❑

SUPER BOWL XVIII — January 22, 1984

There is no single day in professional sports to match a Super Bowl Sunday. The eyes and ears of the world — not just the sports world — are centered on one stadium, two teams, 90 players.

Only one original American Football League team has won a Super Bowl since 1969 — the Raiders in 1976 and again in 1980. Only one AFC team had yet won Super Bowls under more than one head coach — the Raiders under John Madden in 1976 and Tom Flores in 1980 and 1983.

Tradition is important to the Raider organization and so a small army of former players were in Tampa, Florida for Super Bowl XVIII as guests of Al Davis and the Raiders. Hall of Fame members like George Blanda and Jim Otto were there. So were great players from the '60s and '70s like Clem Daniels, George Atkinson, Jack Tatum, Dan Conners, Kent McCloughan, Pete Banaszak and more.

Tradition had helped build this 1983 edition of the famed and feared Silver and Black. But as kickoff time approached in the Raider dressing room underneath the soldout stands of Tampa Stadium, each player and coach reached inside himself. For a few moments before these black-clad warriors took the field each man was alone, yet in a group that lived and breathed together. Dreams, that for some had started in childhood, were about to become reality.

The AFC Champion Los Angeles Raiders were in black jerseys, the NFC Champion Washington Redskins wore white jerseys. Tampa Stadium was ablaze in color. This was the big one. This was Super Bowl Sunday and for all involved there was really no tomorrow. In America today being number one is the mark of cultural royalty and the next three hours would decide who wore the crown in professional football.

The Raiders were the underdogs. These 1983 Redskins were the highest scoring team in the 64-year history of the National Football League and had beaten the Raiders in Washington, D.C., 37-35, in the fifth league game of the season in the most exciting game of the year. But 14 Raider starters, including punter Ray Guy and kick returner Greg Pruitt, were Pro Bowl players at least once as Raiders. This was a powerful, determined, intimidating football team representing professional sports' winningest organization. Six of these players already owned two Super Bowl rings won as Raiders — Ray Guy, wide receiver Cliff Branch, linebacker Ted Hendricks and offensive linemen Dave Dalby, Henry Lawrence and Steve Sylvester. Others had already earned one Super Bowl ring with earlier Raider World Championship teams.

To get into Super Bowl XVIII the Redskins had destroyed the L.A. Rams 51-10 in the NFC Playoff Game, then held off the San Francisco 49ers, 24-21, to win the NFC title. The Raiders had thundered into the Super Bowl after dominating the Pittsburgh Steelers in the AFC Playoffs, 38-10 and the Seattle Seahawks in the AFL Championship Game, 30-14.

Kickoff came at 4:45 p.m. Nearly five

LOS ANGELES RAIDERS 38
WASHINGTON REDSKINS 9

RAIDER STARTING LINEUPS

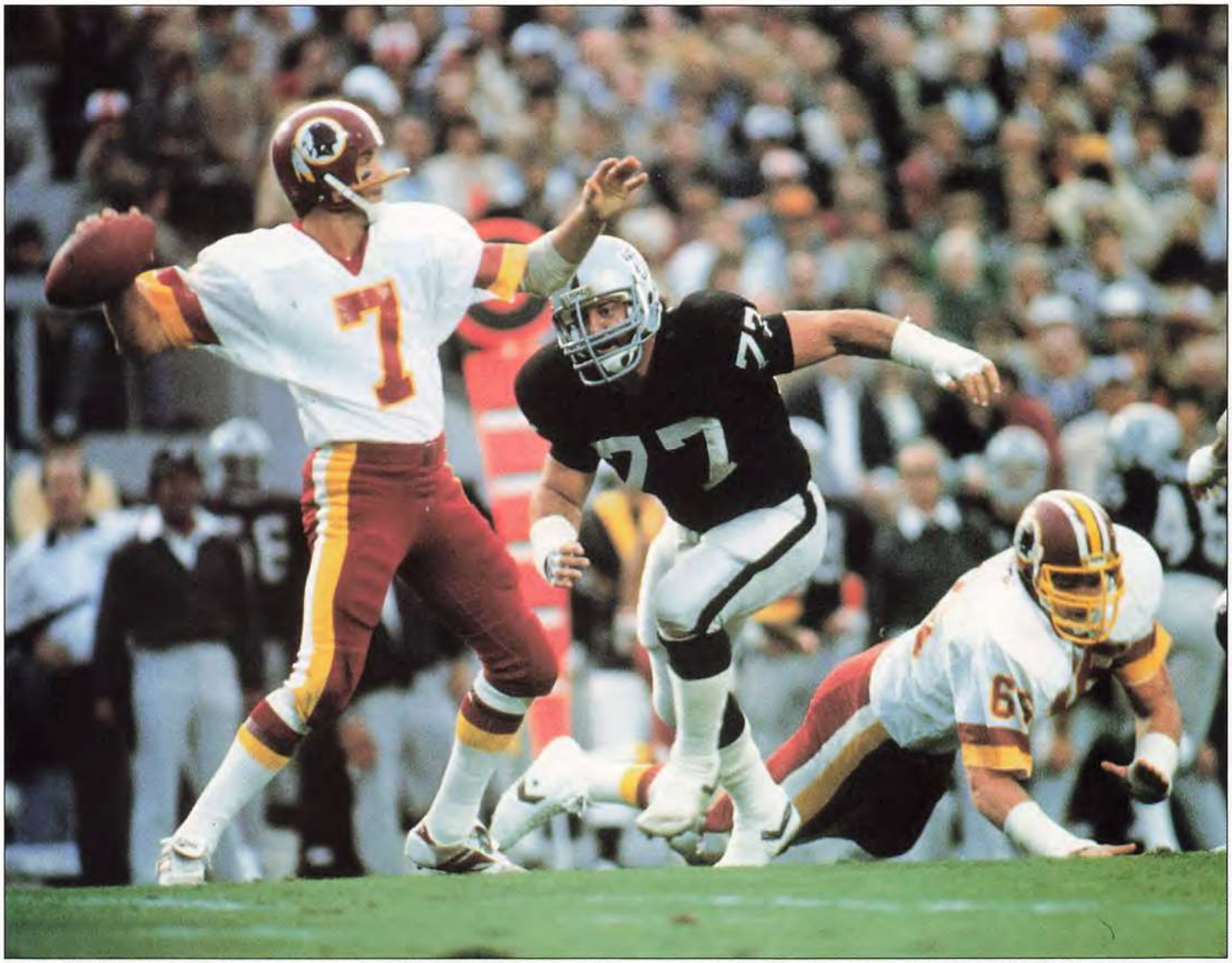
		OFFENSE			DEFENSE
WR	21	CLIFF BRANCH	LE	75	HOWIE LONG
LT	79	BRUCE DAVIS	NT	62	REGGIE KINLAW
LG	73	CHARLIE HANNAH	RE	77	LYLE ALZADO
C	50	DAVE DALBY	LLB	83	TED HENDRICKS
RG	65	MICKEY MARVIN	ILB	55	MATT MILLEN
RT	70	HENRY LAWRENCE	ILB	51	BOB NELSON
TE	46	TODD CHRISTENSEN	RLB	53	ROD MARTIN
WR	80	MALCOLM BARNWELL	LCB	37	LESTER HAYES
QB	16	JIM PLUNKETT	RCB	22	MIKE HAYNES
RB	33	KENNY KING	SS	36	MIKE DAVIS
RB	32	MARCUS ALLEN	FS	26	VANN McELROY

After blocking a Redskins punt, special teams captain Derrick Jensen (31) recovered the ball in the endzone to put the Raiders ahead of Washington, 7-0.

minutes had elapsed on the game clock when the Skins lined up to punt from their own 30-yard line. The Skins had probed deep on three long passes and found great coverage by great athletes — Lester Hayes and Mike Haynes. Then, fourth and ten, punter Jeff Hayes took a high snap from center and stepped forward into his punting steps. But the Raiders punt rush had prepared a special greeting all week for the Redskins. Special teams captain Derrick Jensen burst through a seam on the right side and blocked the punt. The ball bounced into the end zone with Jensen, Kenny Hill, Odis McKinney and Lester Hayes in pursuit. Jensen got there first, just across the goal line, and the Raiders went up, 7-0.

Early in the second quarter linebacker Matt Millen sacked Redskin QB Joe Theismann to put Washington in a hole. After the punt the Silver and Black started on their own 35. It took just three plays to be back at home in the Redskins end zone. Jim Plunkett hit a flying Cliff Branch down the middle for 50 yards. Two plays later Branch broke into the post from left to right from 12 yards out and curled down low around a Plunkett strike to raise the Raiders lead to 14-0. Branch continued as the most successful receiver in post-season games in NFL history.

The Skins fought back with a long, time consuming drive, but when linebacker Rod Martin broke up their third down pass play from the Raider seven-yard line, Washington was forced to settle for the short field goal. Raiders 14 - Redskins 3.



Pressure from defensive end Lyle Alzado (77) helped force a Redskins' miscue, a Jack Squirek Interception, and a 21-3 halftime lead for the Raiders.

A few minutes later a Ray Guy punt pinned the Redskins at their own 12-yard line.

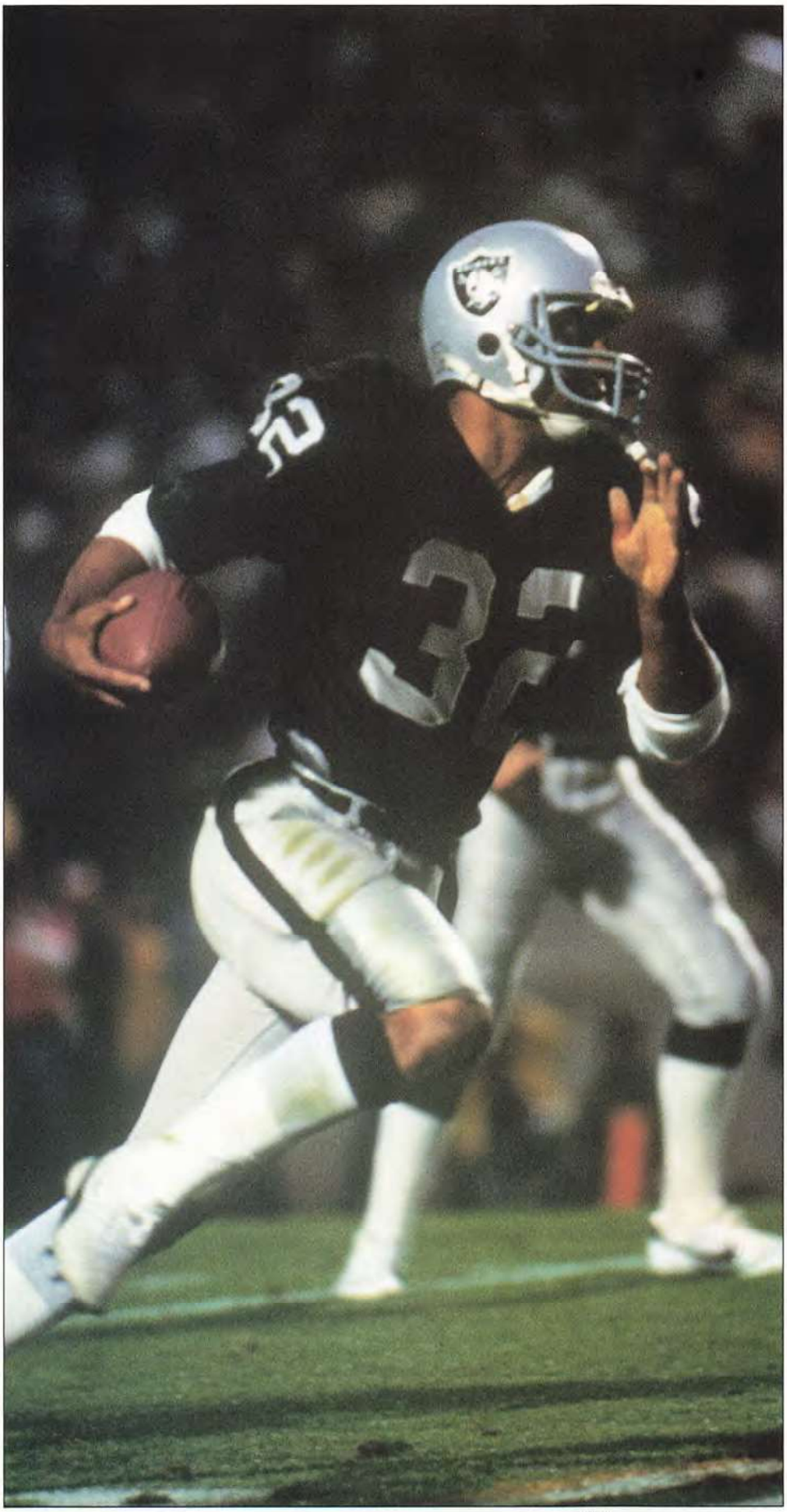
First-and-ten on their own 12, with only 12 seconds remaining in the half. But the Raider defense remained alert. In the earlier league game back in October, the Redskins in a similar situation completed a screen pass to halfback Joe Washington out of a three wide receiver formation. The play had triggered a winning rally by Washington. When the Redskins sent three wides and Joe Washington into the game in this situation, the Raider coaching staff reacted. Defensive backfield coach Charley Sumner countered by inserting speedy linebacker Jack Squirek with specific instructions to go man-to-man on halfback Joe Washington.

The three wide receivers went right and Washington went left. A big outside pass rush by Lyle Alzado forced quarterback Joe Theismann to lob the ball softly toward Washington, over the outstretched hands of the oncoming Alzado. There was Squirek, grabbing the ball on the move and just hopping into the black-painted end zone, ball held high in a scoring salute. This touchdown put the Raiders ahead at halftime, 21-3, led to a couple of "Holy Toledo's" by radio play-by-play announcer Bill King and set off an explosion of Silver and Black in soldout Tampa Stadium.

As the second half opened the Redskins fought back, marching 70 yards to score on a one-yard plunge by John Riggins. Then Raider reserve tight end Don Hasselbeck reached high and blocked the extra point. The Raiders now had 21 points, the Redskins nine. But in the 25:52 that remained to play the Redskins would scored no more.

Head Coach Tom Flores gathered his troops on the sideline. "No let-up, no let-up. Just 30 minutes of Raider football and it's ours," Flores exhorted. There would be no more let-ups. This game, this season, this league, belonged to the Los Angeles Raiders.

The threat of the feared Raider deep passing game opened the short routes after Redskins cornerback Darrell Green was flagged for pass interference on a bomb from Plunkett to wide receiver Malcolm Barnwell. Plunkett then went underneath for completions to Branch, tight end Todd Christensen and fullback Frank Hawkins to move goalward with relentless certainty. Finally, from the Washington five, Marcus Allen skillfully danced free inside and dove into the end



zone for the touchdown to put the Raiders ahead by 19 points, 28-9.

With 1:35 left in the third quarter, the Raiders' only turnover put Washington just 35 yards away from a score, but on fourth-and-one from the Los Angeles 26, "The Diesel" — John Riggins — powered off the Redskins left tackle. Raider linebacker Rod Martin, using his exceptional hand and arm strength, straightened up the Skins tight end assigned to block him, jammed the hole, giving Riggins no place to go. Safeties Mike Davis and Vann McElroy roared up to support and the Redskins came up short. The Raiders took over on their own 26.

Marcus Allen took over from there. Allen started left, found the off-tackle area clogged with heavy traffic, reversed his field, found a lane inside, broke free of pursuit, angled left as he sped downfield, picked up an escort from Cliff Branch and went 74 yards for a then-record Super Bowl longest-touchdown-run. Raiders 35, Redskins 9.

For all practical purposes, Super Bowl XVIII was now history. The Raiders added a 21-yard field goal by Chris Bahr in the final minutes as Coach Flores cleared the bench to allow every proud Raider to see action in this majestic performance. Mike Haynes got an interception. Jeff Barnes and Mike Davis added sacks. The stats piled up, the roar of the crowd grew louder.

The clock ticked down: Five, four, three ... Frank Hawkins ran the final sweep and the gun went off. Los Angeles Raiders 38, Washington Redskins 9. The Raiders were World Champions of Professional Football for the third time in just eight years.

In accepting his third Super Bowl Trophy, Raider owner Al Davis appropriately memorialized the organization and the triumph.

"Just win, baby!... Two years ago when we first came to Los Angeles, I really believed the greatness of the Raiders would be in the future. With all the great teams we've had, I think today that this organization, this team, this coaching staff dominated so decisively that two things must be said. Not only, in my opinion, are you the greatest Raider team of all time, I think you rank with the great

Marcus Allen's two touchdowns — one coming on a then-Super Bowl record 74-yard scramble — helped him earn Most Valuable Player honors for the game.

Coach Tom Flores with the organization's third Vince Lombardi Trophy, while Al Davis addresses the team.

"I think today that this organization, this team, this coaching staff dominated so decisively that two things must be said. Not only, in my opinion, are you the greatest Raider team of all time, I think you rank with the great teams of all times to have ever played any professional sport."
– Al Davis

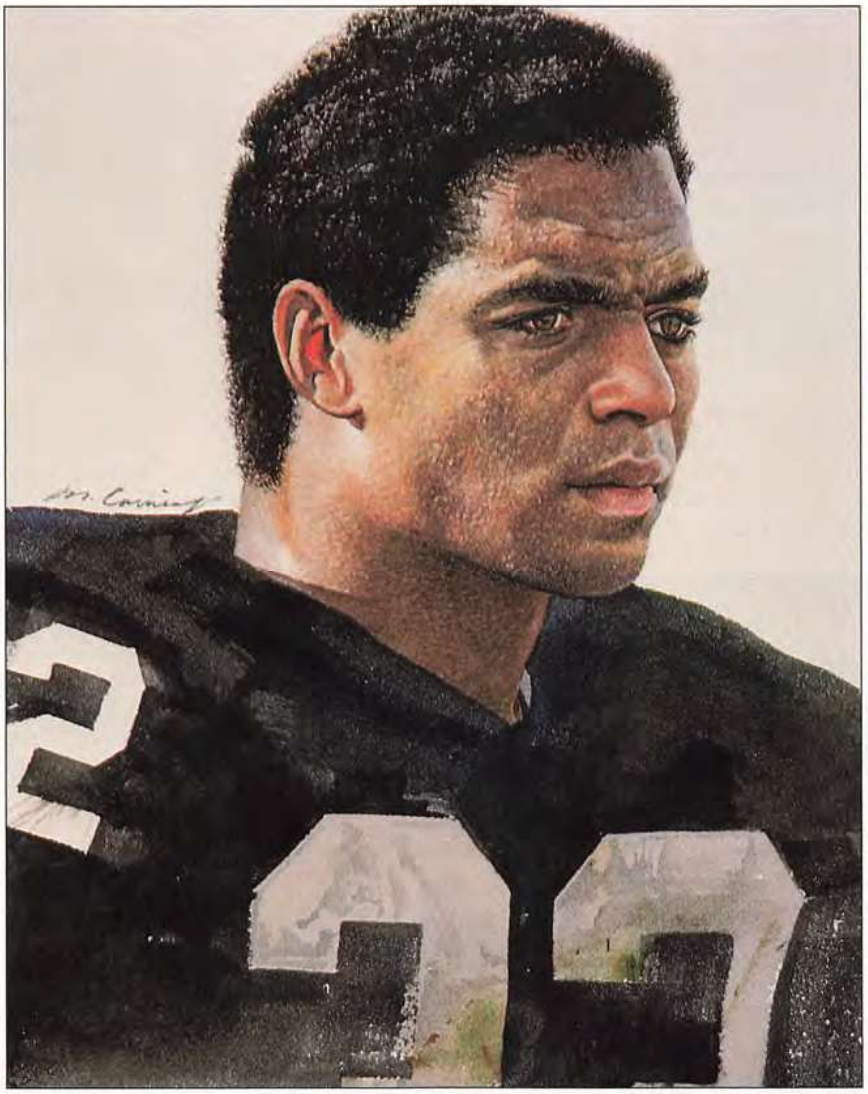
teams of all times to have ever played any professional sport."

The joyous Raider dressing room was still as Davis continued:

"Tom Flores isn't just a great coach in our league. With all due respect, he's one of the great coaches of all time.

"I want to say one thing to the fans and great players who wore the Silver and Black in the past, all over the country. I want to pay tribute to my partner, Ed McGah, who died earlier this winter. Again, you were magnificent. You dominated and I love all of you and you know that." ❑

MARCUS ALLEN, MVP OF SUPER BOWL XVIII



On October 2, 1983, when the Raiders and Redskins met in the nation's capitol, a painful hip-pointer kept Marcus Allen out of offensive action. But when these teams battled again three months later in Super Bowl XVIII, nothing could keep Allen out of the Raider lineup, the Redskins end zone and the NFL record book.

The former Heisman Trophy winner from the University of Southern California rushed for 191 yards and two touchdowns, including one on a 74-yard run, as the underdog Raiders buried the NFC Champion Redskins, 38-9. Allen also caught two passes for another 18 yards to total 209 yards enroute to selection as the game's Most Valuable Player.

In the Super Bowl, he gained 95 yards in the third quarter alone. On his long touchdown bolt, a play labeled "17 Bob Trey 0" in Raider terminology, Allen hit the intended hole too wide and had to do a bit of free-lancing.

"It was an off-tackle play to the left," he said. "I was supposed to cut inside, but I got a little impatient and went too wide. But it worked out. I reversed my field and I guess the Redskins over-pursued. I had an alley and took it."

Allen received equal praise for his earlier much shorter five-yard touchdown run in the third quarter — a dancing, twisting, sideways burst inside that left Redskin defenders clutching at air as the officials thrust their arms into the darkening sky to signal, "Touchdown Raiders."

The MVP award was an appropriate end to a league season during which the versatile Allen rushed for 1,014 yards, then added 466 more in three postseason triumphs. He also caught 68 passes for 590 yards in season and 14 more for another 118 yards in the playoff sweep. ❑

OCTOBER 11, 1992

Going into the 1992 league season only one of the other 13 American Football Conference teams had a lead in their series against the Raiders over the years. The Buffalo Bills, an original AFL team that began its regular season rivalry with the Raiders in 1960, had a 14-13-0 lead in the series against the Silver and Black. This lead had resulted from the Bills 30-27 overtime win against the underdog Raiders in the Coliseum in 1991.

The Bills would enter the Coliseum this time — Sunday afternoon, October 11, 1992 — as the two-time defending AFC Champions, seeking another run at the Super Bowl. The Raiders, suffering early in this campaign, had shown signs of turning things around, of rising above adversity.

The Raiders had a good week of practice in their El Segundo facility. The win over the NFC Eastern Division New York Giants the week before had lifted a cloud and let the sun shine in. Head Coach Art Shell had kept the spirits up during the bad weeks. He had kept his squad focused and confident. Now the target was the tough, talented Buffalo Bills.

Buffalo has great players at the "skill positions" — the likes of quarterback Jim Kelly, running back Thurman Thomas, wide receivers James Lofton and Andre Reed and solid proven performers at every spot on offense and defense. Stars like defensive end Bruce Smith, linebacker Cornelius Bennett and Shane Conlan and more.

The tough battle to come back and defeat the Raiders just a year ago meant that Bills coach Marv Levy, his staff and squad could not, would not, overlook the Raiders, regardless of media maligning.

Preparing for Buffalo, with their "no huddle" offense, use of the shotgun as well as the standard pro sets and versatile personnel as well as their movement and match-ups on defense meant intense mental and physical work by all the Raiders.

The Raider players got extra running and weight work done early in the week. Tuesday — normally the players' day off — had a crowded training room for those requiring treatment, crowded weight rooms for those working out, crowded offices with players looking at video tapes of the Bills in action.

Full-pad practices on Wednesday and Thursday witnessed a much brisker pace than usual, a practice speed-up, more hitting, more hunger. The Raiders clearly respected their coming opponents out of the AFC East but felt good about their chances.

Friday's practice finalized special teams, polished offense and defense and began to put an edge on every phase of game planning. Saturday's workout was short, swift and nearly flawless. Art Shell had his team primed and ready.

Game day dawned warm and humid. By kickoff, temperature would be 82 degrees and rising, the humidity at 76 percent. The Buffalo invaders won the coinflip and started the game on offense. It was three plays and out as the Raider defense showed alertness and awareness versus both the "no huddle" and shotgun approach of the Bills.

The Raiders took over on their own 22, with Todd Marinovich starting his fourth game of the season and just the sixth in his pro career. Eric Dickerson and Steve Smith were the running backs with Willie Gault and Tim Brown as outside receivers and Ethan Horton at tight end. The big offensive line had Don Mosebar, Todd Peat, Steve Wisniewski, Reggie McElroy and Bruce Wilkerson. After moving 65 yards downfield an interception capped off the Raiders first possession. A third down sack by pro sophomore Anthony Smith forced a punt by the Bills from their own 26. A twisting, churning return of 17 yards by Tim Brown put the Raiders in business on the midfield stripe.

Two runs by Eric Dickerson earned a first down. Then Marinovich hit a flying Willie Gault for 31 yards. Two more runs by Dickerson put the ball on the Buffalo two. On third-and-two Marinovich pinpointed a play action pass on to Dickerson's hands for two yards and a 7-0 Raider lead after 9:59 had been played.

Buffalo used the remainder of the first quarter to move to the Raider 13, then opened the second quarter inching down to the Raider three. There cornerback Terry McDaniel dumped Thurman Thomas for a five yard loss, forcing a 25-yard field goal. Raiders 7-Bills 3. There were now 42 minutes left to play but the Buffalo Bills would not score again.

The fired-up Raiders fired right back, covering 80 yards in just six plays, with the score coming on a 52-yard pass from Todd Marinovich to wide receiver Tim Brown to make it Raiders 14, Bills 3.

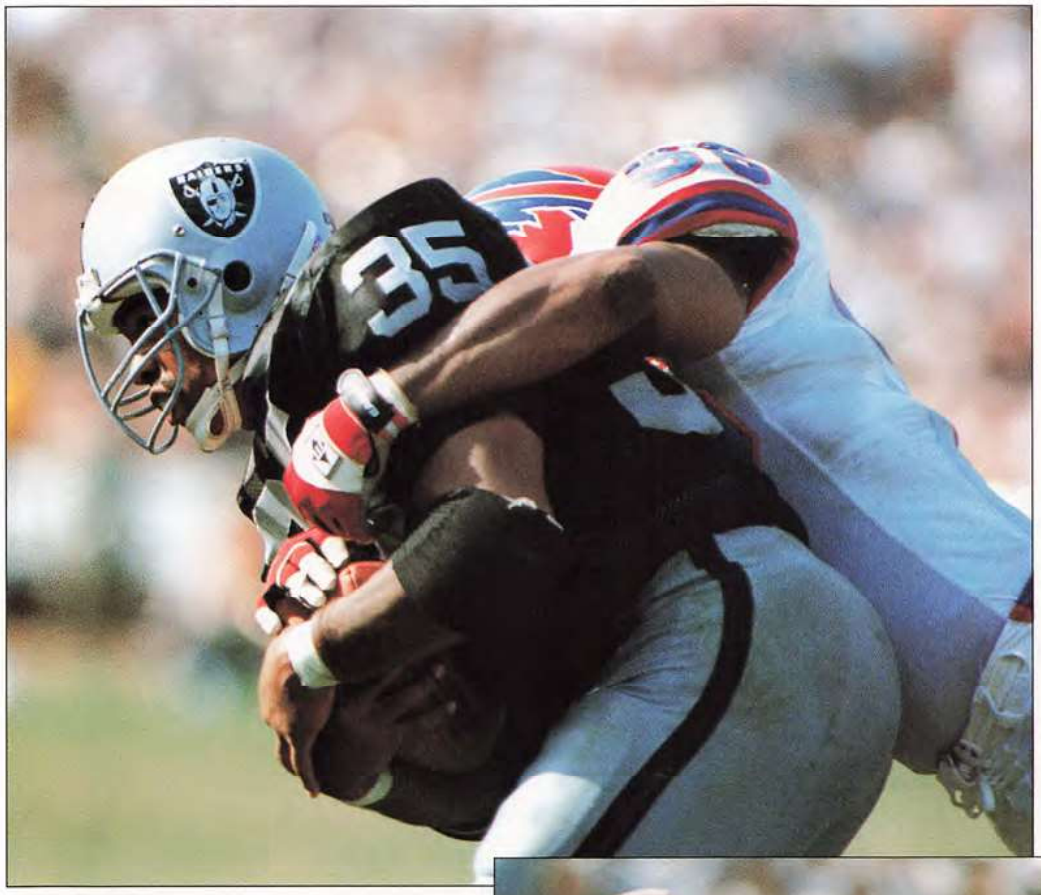
The Buffalo Bills then marched to the Raider 21. Jim Kelly set in the shotgun, passed short to Thurman Thomas. The ball went off his hands into those of Raider corner Terry McDaniel to end Buffalo's drive and start one for the Raiders that ended with Jeff Jaeger booting a 45-yard field goal out of the hold of Jeff Gossett.

After defensive tackle Nolan Harrison rose up to block a late second quarter Buffalo field goal try, the teams went up the tunnel to the locker rooms with the Raiders now in front, 17-3. The Bills had

LOS ANGELES RAIDERS 20
BUFFALO BILLS 3

RAIDER STARTING LINEUPS

OFFENSE			DEFENSE		
WR	83	WILLIE GAULT	LE	75	HOWIE LONG
LT	68	BRUCE WILKERSON	LT	79	BOB GOLIC
LG	76	STEVE WISNIEWSKI	RT	74	NOLAN HARRISON
C	72	DON MOSEBAR	RE	93	GREG TOWNSEND
RG	64	TODD PEAT	LLB	51	AARON WALLACE
RT	77	REGGIE McELROY	MLB	50	RIKI ELLISON
TE	88	ETHAN HORTON	RLB	99	WINSTON MOSS
WR	81	TIM BROWN	LCB	36	TERRY McDANIEL
QB	12	TODD MARINOVICH	RCB	48	LIONEL WASHINGTON
RB	35	STEVE SMITH	SS	42	RONNIE LOTT
RB	29	ERIC DICKERSON	FS	33	EDDIE ANDERSON



Steve Smith (left) carries the ball — and a Buffalo defender — for vital yardage and Howie Long and Nolan Harrison (below) pressure the passer.

ball possession of over 17 minutes. They had 205 yards total offense, but they had only three points. Tenacious defense, innovative coverages involving extra defensive backs, pressure from the front line, it all combined to keep the explosive Bills offense out of the end zone.

"We were making the plays," Head Coach Art Shell pointed out succinctly.

Midway in the third quarter Anthony Smith aggressively sacked Jim Kelly, forcing a fumble that Smith recovered. Four plays later Jeff Jaeger drilled a 36-yard field goal to set the final score at Los Angeles Raiders 20-Buffalo Bills 3.

The Raiders finished with five quarterback sacks — two each by Howie Long and Anthony Smith and one by Aundray Bruce. Terry McDaniel had nine tackles to go with his pass interception. Safety Eddie Anderson was in on eight tackles. The Bills had yardage but were only able to keep the ball on 19 percent of their third downs.

Todd Marinovich had completed better than 52 percent of his passes, spreading his throws around to eight different players.

"It's a great victory for this organization. Our defense did tremendous. I'm so proud of those guys," explained Art Shell.

"You need every aspect of a football team to be playing well to beat a great team like Buffalo. They're defending AFC Champions. They beat us last year and the year before that. We knew what kind of talent they had, but we were not going to be denied."

The win over the Bills eliminated the final AFC team to have a series lead over the Raiders — another indication that the true greatness of the Raiders would continue to stand the test of time. ❑

WHAT IT TAKES TO FLY.

INSTINCT. STRENGTH OF WILL. HONEST SWEAT. UNBRIDLED DESIRE. THESE ARE SOME OF THE QUALITIES THAT MARK THE DIFFERENCE BETWEEN AN ATHLETE AND A COMPETITOR. BETWEEN THOSE WHO COMPETE. AND THOSE WHO RISE ABOVE THE REST. WE HAVE ALWAYS VALUED THE QUALITIES THAT BRING OUT THE BEST IN INDIVIDUAL AND TEAM PERFORMANCE. BECAUSE WE'VE ALWAYS UNDERSTOOD WHAT IT TAKES TO FLY. WE ARE, WITH PRIDE, THE OFFICIAL AIRLINE OF THE NFL.

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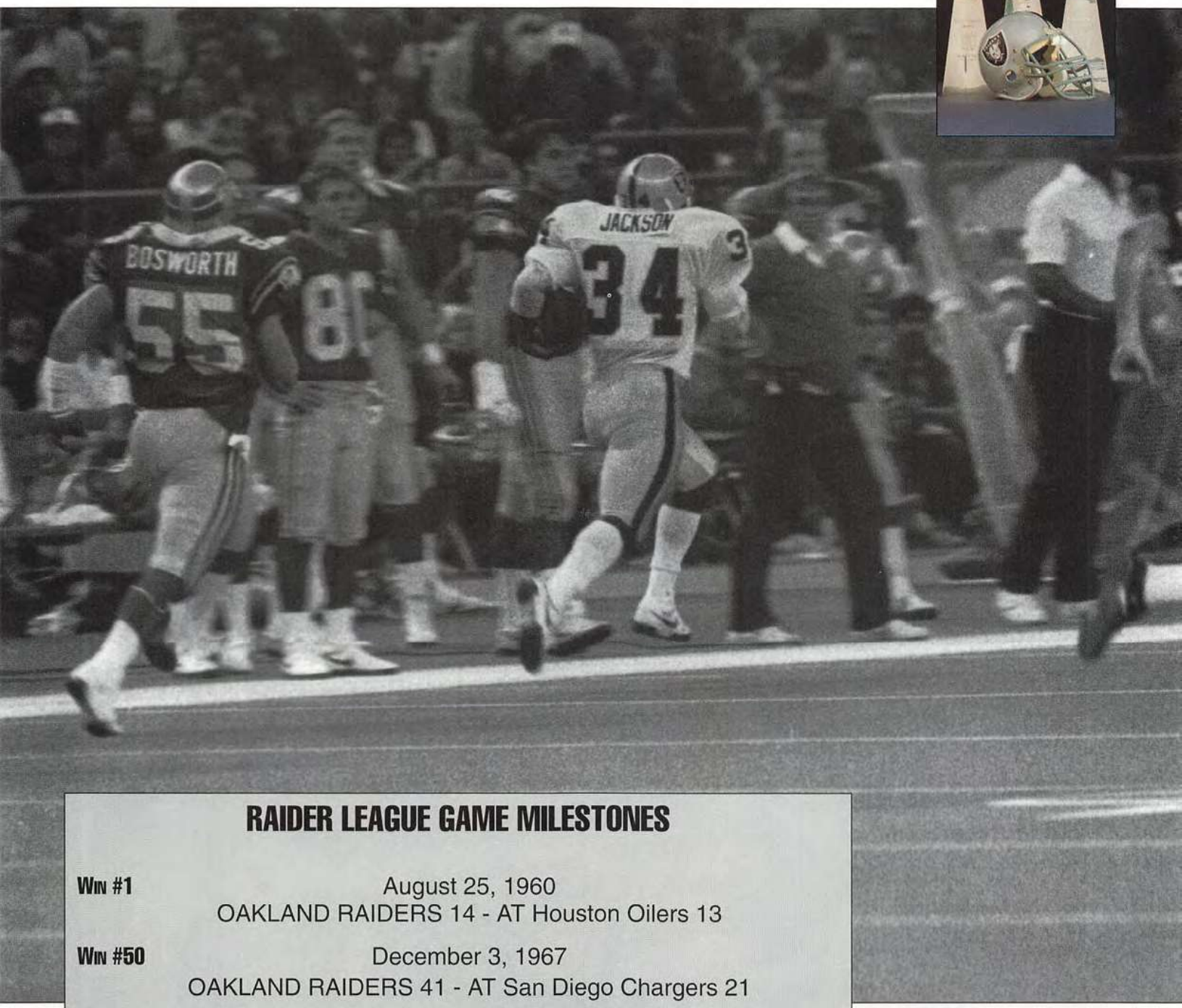


RAIDER LEAGUE GAME MILESTONES

Win #1	August 25, 1960 OAKLAND RAIDERS 14 - AT Houston Oilers 13
Win #50	December 3, 1967 OAKLAND RAIDERS 41 - AT San Diego Chargers 21
Win #100	November 26, 1972 Kansas City Chiefs 3 - AT OAKLAND RAIDERS 26
Win #150	September 25, 1977 OAKLAND RAIDERS 16 - AT Pittsburgh Steelers 7
Win #200	December 12, 1982 LOS ANGELES RAIDERS 21 - AT Kansas City Chiefs 16
Win #250	November 30, 1987 LOS ANGELES RAIDERS 37 - AT Seattle Seahawks 14

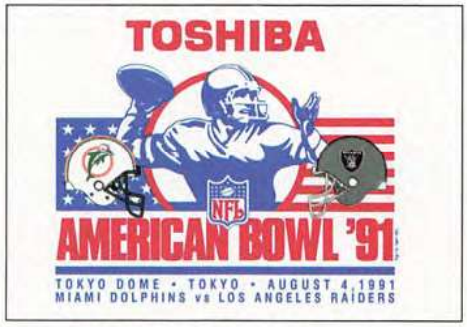
Bo Jackson left Seattle's Brian Bosworth in the dust as he helped the Raiders to their 250th league victory.

A NEW DIMENSION – GAMES OVERSEAS

Of the many exciting new challenges facing the Raiders and the National Football League in the decade of the nineties, one of the most intriguing is overseas play.

Though spring 1991 and 1992 saw the NFL-affiliated World League of American Football complete two seasons with teams in London, England; Barcelona, Spain; and Frankfurt, Germany, games outside the continental United States were not entirely new for the Raiders. Back on August 3, 1961 - in only their second year of operation in the fledgling American Football League - the then-Oakland Raiders played the Houston Oilers in a preseason game in Honolulu, Hawaii.

Now - as one of the premiere teams in all of professional sports - the Raiders are in demand as an overseas attraction during the preseason period. In 1990, the Silver and Black traveled across the Atlantic to London to battle the New Orleans Saints. And in August of 1991, the Raiders crossed the Pacific to take on the Miami Dolphins in Tokyo, Japan.



The Toshiba American Bowl in Tokyo is one annual international NFL exhibition games.

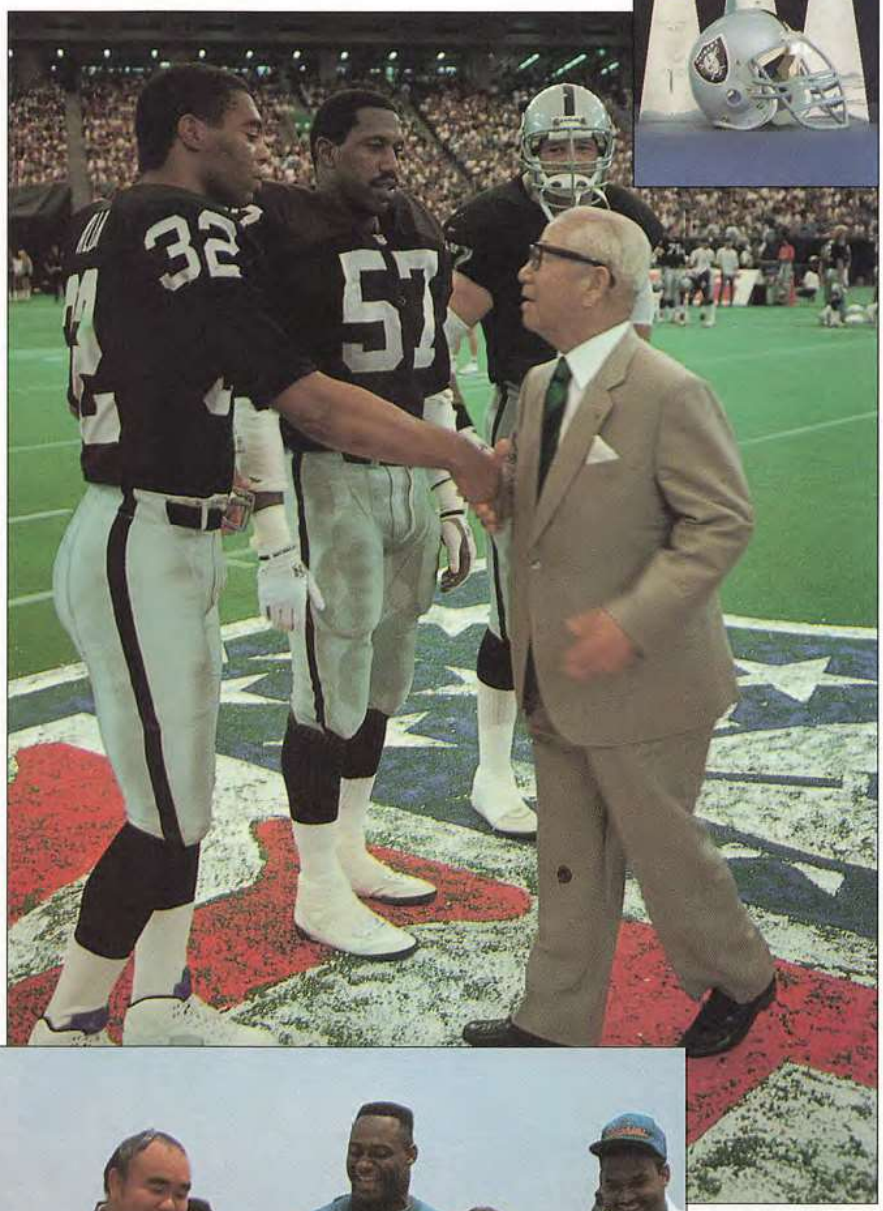
In addition to their visits to London and Tokyo, the Raiders have been contacted in recent years about summer games in Berlin, Moscow, Rome, Turin and other international sites. Foreign interest is high in hosting professional sports' winningest team. Raider merchandise, for instance, is the top seller in stores in Europe and the Far East, exactly as it is within the United States.

These long overseas trips have included practices against the scheduled game opponent, clinics for foreign teams playing American Football, sight-seeing opportunities for coaches, players and their wives, former Raiders invited to accompany the team, other Raider guests and numerous public relations opportunities on behalf of the organization, the league and the Los Angeles area. The Raiderettes have also proven to be fabulous ambassadors for our game and our country during their visits as part of these American Bowl games in London and Tokyo.

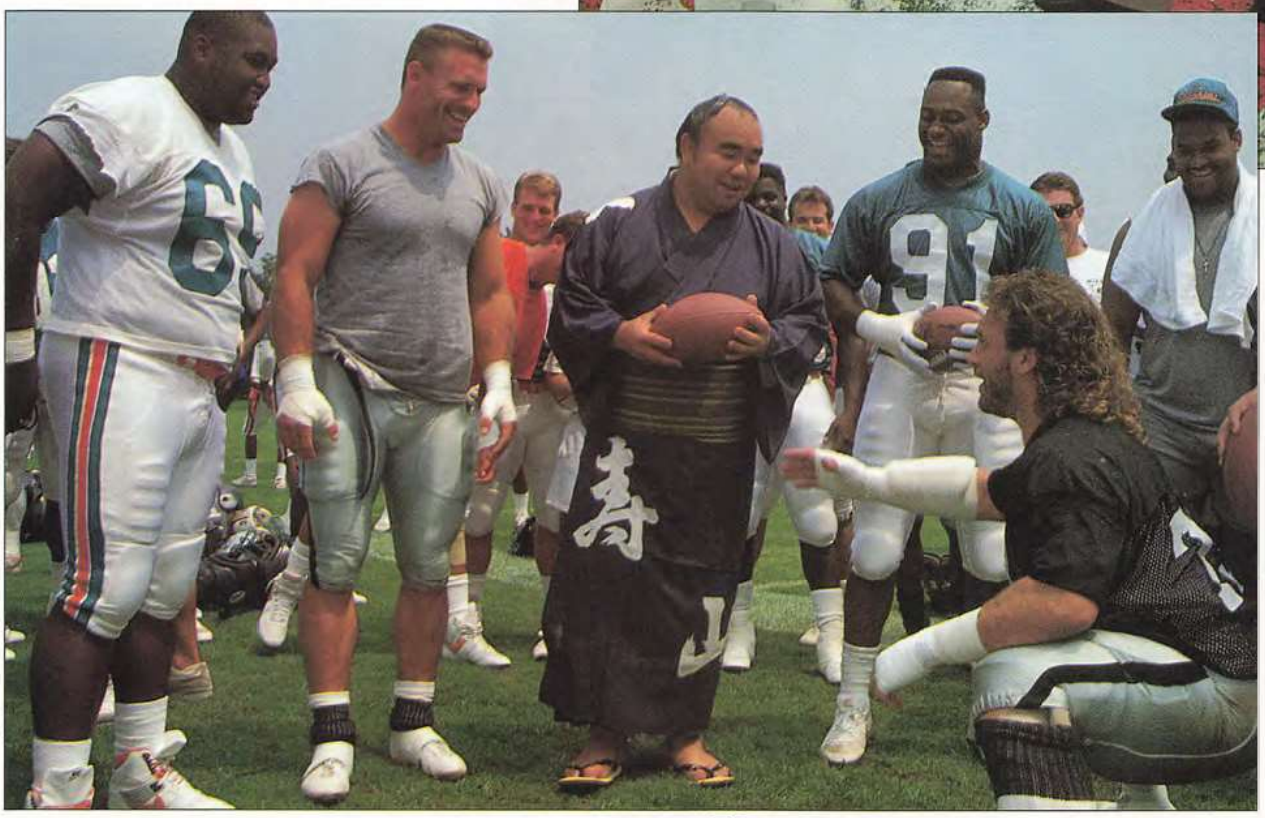
(Below) In London, Head Coach Art Shell poses with a pair of Bobbies and a trio of Super Bowl trophies.

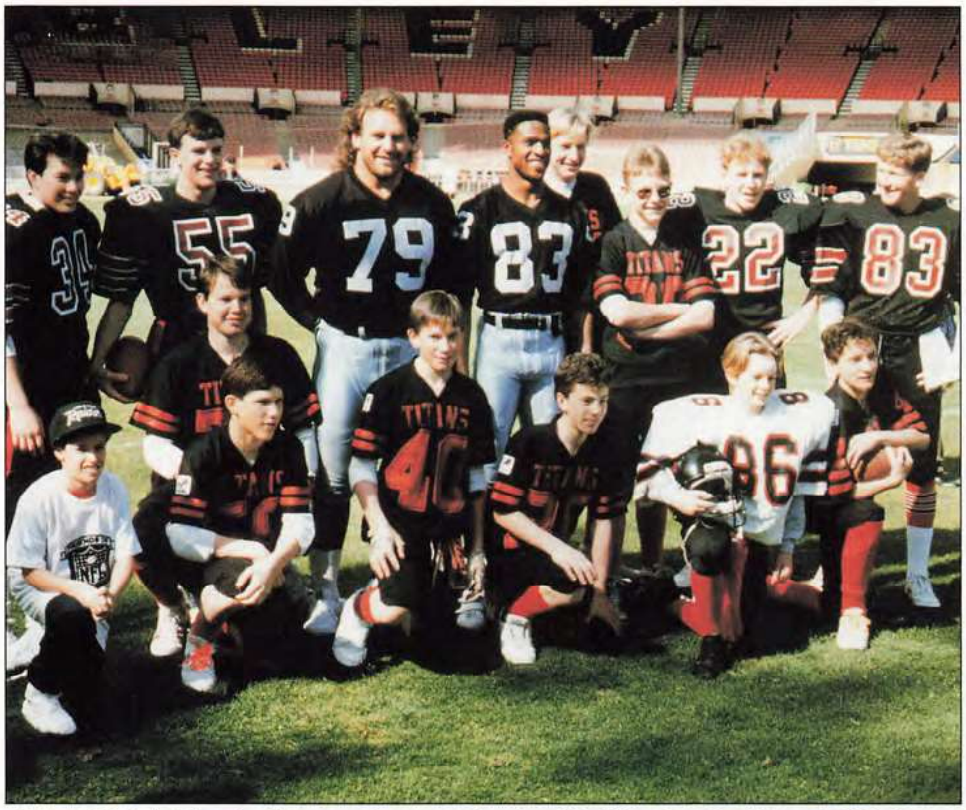
In addition to their visits to London and Tokyo, the Raiders have been contacted in recent years about summer games in Berlin, Moscow, Rome, Turin and other international sites.

The London fans and media were visibly impressed by "the big chaps" representing the Los Angeles Raiders. Likewise, fans and press in Tokyo were genuinely interested in learning more about "Mr. Art Shell" and the injury to "Mr. Bo Jackson" and the "famed Raiders."



For the Toshiba American Bowl in Tokyo last year, the Raiders got to meet local dignitaries both on and off the field.





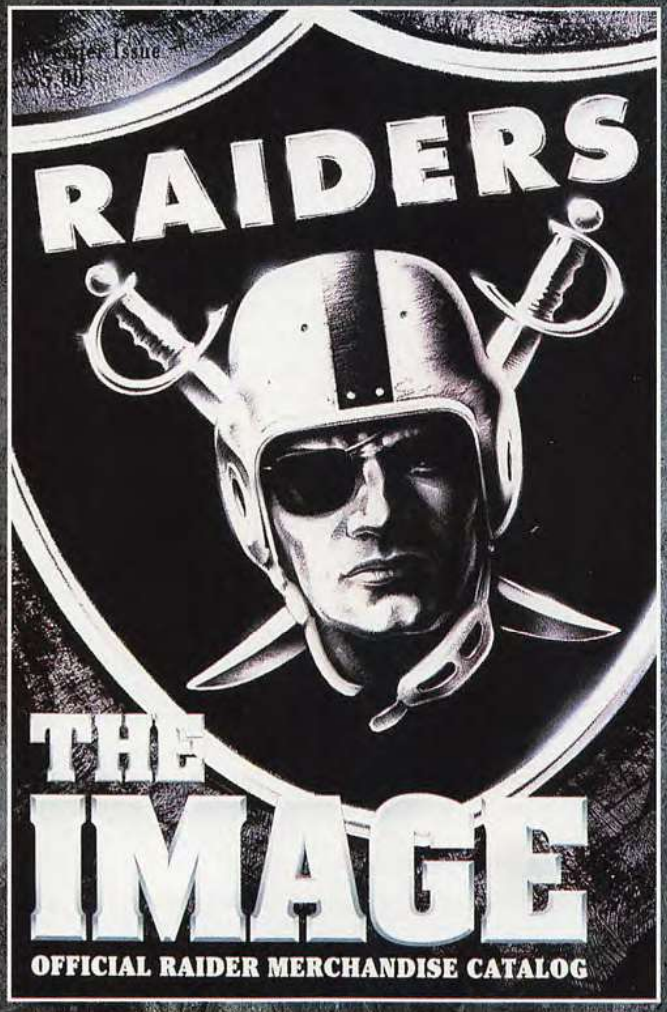
Steve Wright (top) gives a close-up look of Raider football to a British youngster in historic Hyde Park. (bottom) Raiders Bob Golic and Willie Gault pose with local teens at a football clinic in London.

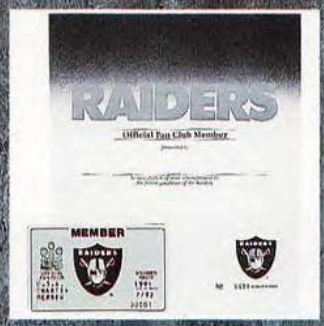
When the Raiders travel abroad, American serviceman appear everywhere. Whether on their first tour of duty or veterans of repeated years in uniform, many of the military personnel proclaim their long allegiance to the Raiders. "You've been my team for years" is an oft-heard comment.

Obviously, travel overseas can be disruptive - major time changes, different tastes in food, altered schedules, language barriers, cultural differences, dissimilar currency systems. But the Raider organization - through in-depth advance planning, meticulous attention to detail, an adaptable staff and concerned leadership - has proven able to operate efficiently and effectively under all circumstances.

But when the Raiders work in the preseason - home, on the road or overseas - the goals have little to do with geography. The goal for these proud wearers of the Silver and Black is the same at any site and in any language. Whether it's Solamente Ganen, Muchachos, in Spanish, or Solo Vincere, Ragazzi, in Italian - the translation is the same. The constant that fuels the fire that burns so deeply in this unique organization remains: JUST WIN, BABY! ❑

WEAR WHAT THE RAIDERS WEAR!





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THE RAIDER IMAGE, C/O THE LOS ANGELES RAIDERS, 332 CENTER ST., EL SEGUNDO, CA., 90245

A TRADITION OF GREATNESS — The Raider Centers

First in Oakland and now in Los Angeles, winning has been a tradition of the Raiders. Incredible comebacks, the domination of Monday night football, interconference wins — all traditions of the Raiders.

Great players, great coaches, great plays and great games — the most prominent traditions of the Raiders.

The center position — that, too, has become a special tradition with the Raiders. The center — that first guy out of the offensive huddle, the big man who squats uncomfortably, bent over the football, then looks from side to side to check defensive alignments and make key "calls" to his linemates to change their assignments to best meet these defensive spacings. The center — a man who snaps the ball to the quarterback to start every play, with no mistakes allowed. He gets every play underway and must get in a defender's way every play.

With just a very few exceptions, only three players have ever lined up at center in league games and postseason games for the Raiders, in Oakland or Los Angeles. Just three special men in 33 seasons in the American Football League and National Football League. Just three very special men in over 500 games!

Pro Football Hall of Fame member Jim Otto, from the University of Miami, played at center for the Oakland Raiders for 210 consecutive league games — starting every single one. Then Dave Dalby, from UCLA, played in 205 consecutive league

games — almost all of them at center. And now Don Mosebar, from USC, has played in 140 league games for the Silver and Black, almost all at center.

Each of these Raiders has been recognized by his peers as one of the best. Jim Otto was the only All-AFL center, being so honored in each of the ten seasons of play in the American Football League. He participated in nine AFL All-Star Games and also in the first three AFC-NFC Pro Bowls after the pro football merger took place.

Dave Dalby, who came to the Raiders originally as an offensive guard in the fourth round of the 1972 college player draft, was chosen to play in the Pro Bowl in 1977.

Don Mosebar, present Raider center and current team leader in consecutive starts, joined the Silver and Black as the organization's number one draft choice in 1983, and was converted from tackle to center soon thereafter. Mosebar has been a Pro Bowl selection three times — 1986, 1990 and 1991.

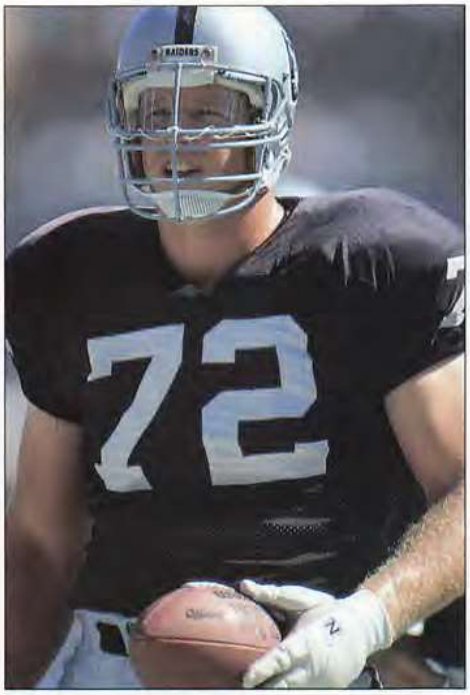
Raider owner Al Davis has repeatedly defined great players as "those who make big plays in big games." Jim Otto, Dave Dalby and Don Mosebar clearly met that high standard of excellence for the Silver and Black.

Along with their physical play and mental capabilities, centers have always provided emotional strength and stability to Raider football. Reliability is a key factor. Knowing that a solid, steadying influence is anchored in the middle of the offense, that the same guy is making the line calls each and every game, that continuity is assured — this is a comforting factor to players and coaches alike.

It has become the accepted — and expected — way on the Raiders for a center to help train his eventual replacement. Jim Otto worked overtime to prepare Dave Dalby to step in for him. Then Dalby did the same for Don Mosebar. This is the Raider way. It has also become the Raider way to put the name of your starting center on the lineup sheet at the start of a season and leave it there.

It is truly amazing in today's era of specialization, injuries, "situation substitution" and the like, that the Raiders have had only three outstanding players line up regularly at the key center position. But such outstanding players and the valuable traditions they have helped establish and maintain are among the most important reasons for the continued GREATNESS OF THE RAIDERS. ❑

Jim Otto (left), Dave Dalby (middle) and Don Mosebar.



Along with their physical play and mental capabilities, centers have always provided emotional strength and stability to Raider football.

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A Center For Communicators

A tradition bred among the Raiders - great and small, players or staff - has been the lack of inhibition when it comes to saying what you believe is right, to stand up and be heard, to be allowed to express a point of view. Raider players have always had the right to express themselves, pro or con - just as long as they perform on Sunday at the very high level this unique organization has set for itself.

As a mark of respect for what they say and how they say it, the analytical abilities developed with the organization and their freedom of expression, the television industry has sought out many former Raiders to work nationally, regionally or locally. These bright, articulate, knowledgeable people have gone on to win the most prestigious awards in some cases, or in many other cases, to remain lesser-known but still influential broadcasters.

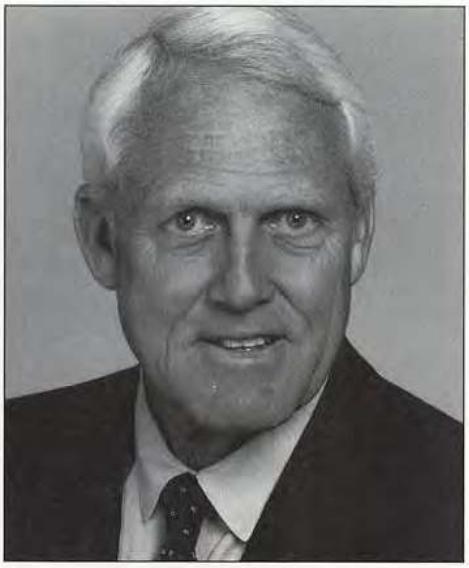
Among the former Raiders to have moved on as communicators are John Madden, Ken Stabler, Matt Millen, Todd Christensen, John Robinson and others like David Humm, Dave Rowe, Mike Haynes, Jim Plunkett, Bob Chandler, Dave Rowe, Mark Pattison, Dave Kocourek, Bob Moore and the late Don Heinrich.

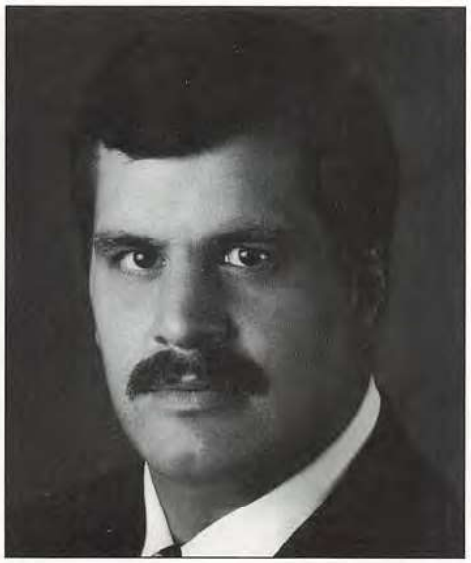
A few who proudly wore the famed Silver and Black continued in the spotlight in motion picture work, such as Fred Williamson, Ben Davidson and Carl Weathers who was better known as "Apollo Creed" in the "Rocky" movies.

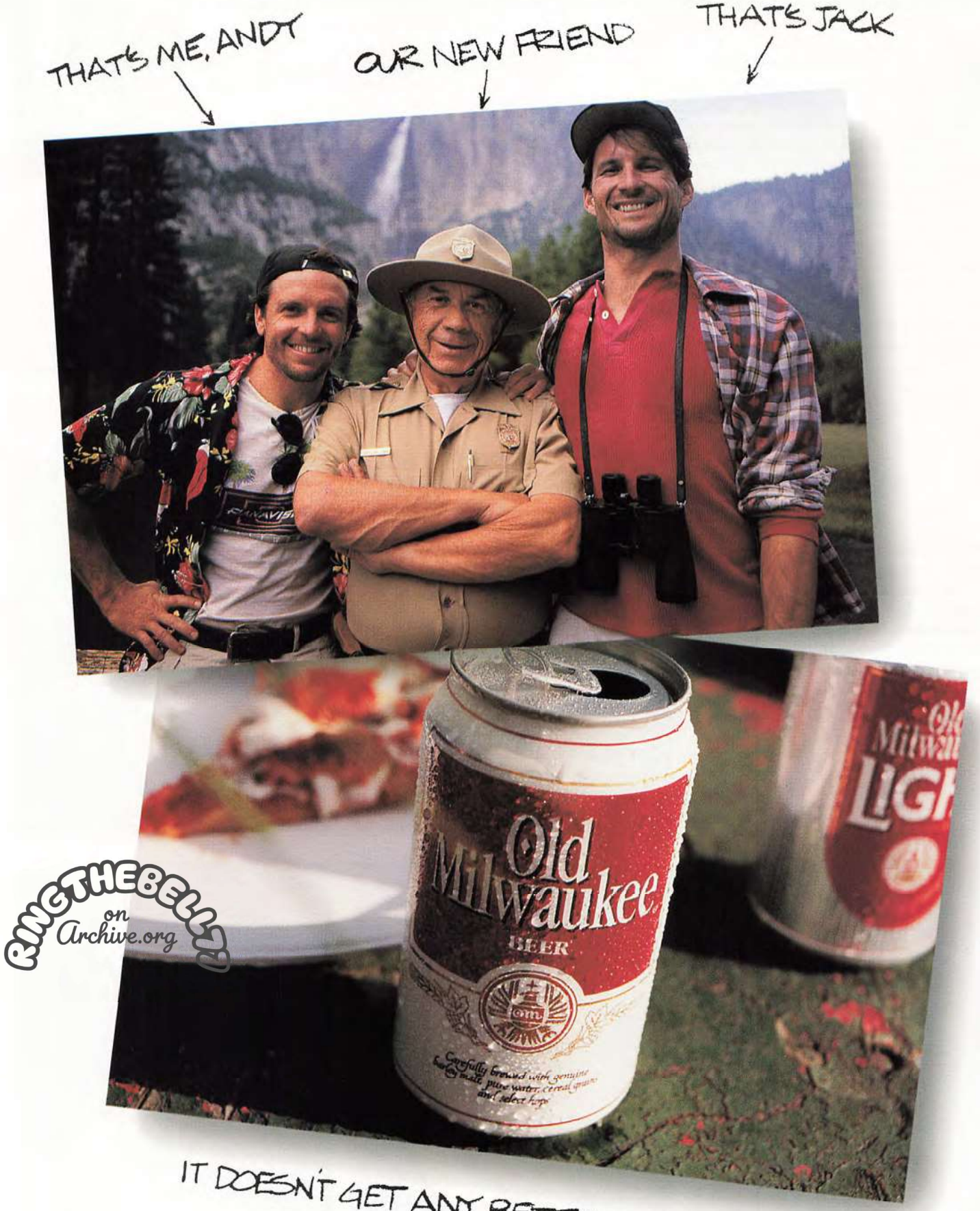
Some of these past or present Raiders have written books or made videos, including John Madden, Ken Stabler, the late John Matuszak, Jim Plunkett, Al LoCasale, Pat Toomay and Bo Jackson.

And, perhaps, someday Al Davis will sit down with a quality writer who has truth as his tradition and tell his fascinating story of the personal and professional life that has built a great organization - one that has dominated for decades and conquered the test of time. ❑

Former Raiders now in the media include (clockwise from top left): Former head coach John Madden, former assistant coach Bill Walsh, ex-linebacker Matt Millen, ex-tight end Todd Christensen and former quarterback Ken Stabler.







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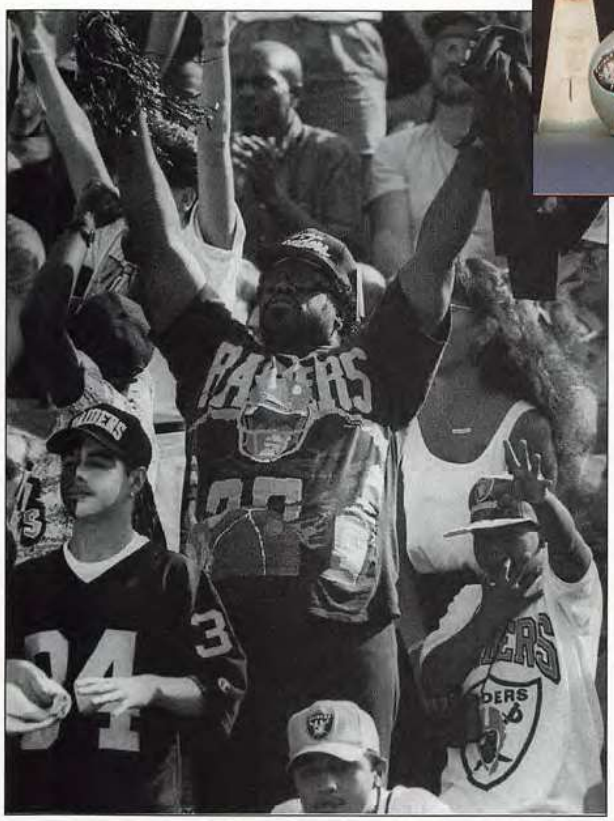
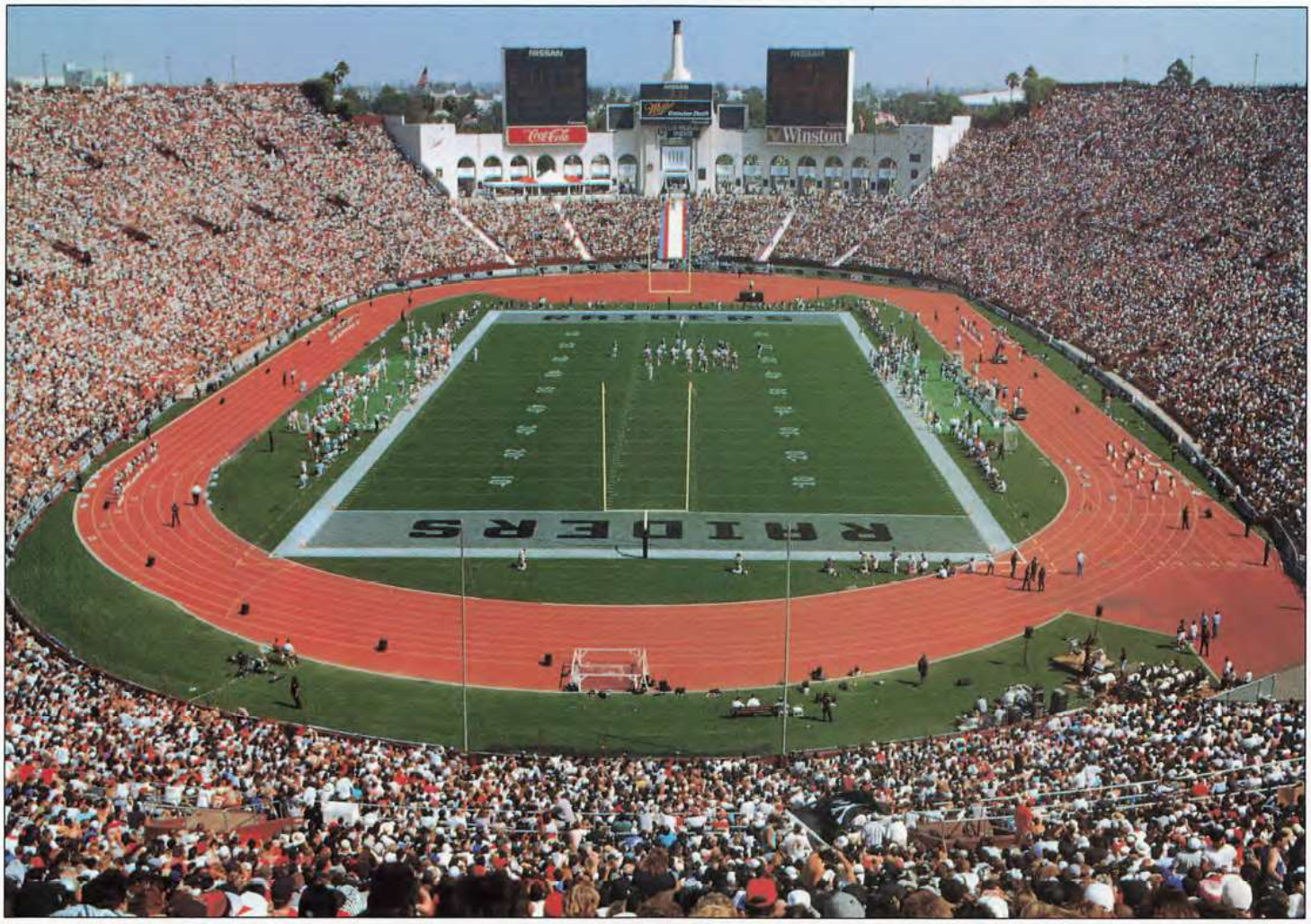
Raider Ticket Counts Greatest In NFL

Since relocating to Los Angeles in 1982, the Raiders have topped the 90,000 tickets issued mark ten times, the 80,000 issued mark 20 times and the 70,000 ticket count 26 times.

The Los Angeles Raiders have had the biggest NFL regular season ticket counts in each and every one of the 11 seasons they have played in the Los Angeles Memorial Coliseum. ❑

SEASON	RAIDERS TOP TICKET COUNT
1992	92,488 vs. Dallas Cowboys
1991	92,488 vs. San Fancisco 49ers
1990	92,488 vs. Cincinnati Bengals
1989	90,016 vs. Denver Broncos
1988	86,027 vs. Los Angeles Rams
1987	86,011 vs. Chicago Bears
1986	92,496 vs. Denver Broncos
1985	92,487 vs. San Francisco 49ers
1984	92,467 vs. Denver Broncos
1983	92,434 vs. Pittsbrugh Steelers
1982	90,688 vs. New York Jets





Since the Raiders moved from Oakland to the Los Angeles Memorial Coliseum, the team has played to the biggest crowds in the National Football League.

THE RAIDERS - No. 1 IN NFL MERCHANDISE

No matter where the Raiders travel as they go on the road, they are greeted by enthusiastic fans wearing every type of Raider merchandise - caps, jackets, sweaters, sweatshirts, T-shirts, fanny packs and much, much more.

But this should come as no surprise. Nationally and internationally, the manufacturers of NFL-licensed merchandise report that Raider items have been and continue to be the top sellers.

The colors of the Raiders - Silver and Black - may not be the most exciting for designers to work with, but the winning ways, the colorful performers and performances, the style and substance of the Raider organization for four decades of domination, have lifted them and kept them at the top for years.

Sales trend numbers from 1991 show Raider items to constitute 25.1 percent of all NFL Properties licensed merchandise sold. That's over one-fourth of the total for the 28 NFL teams. (See chart)

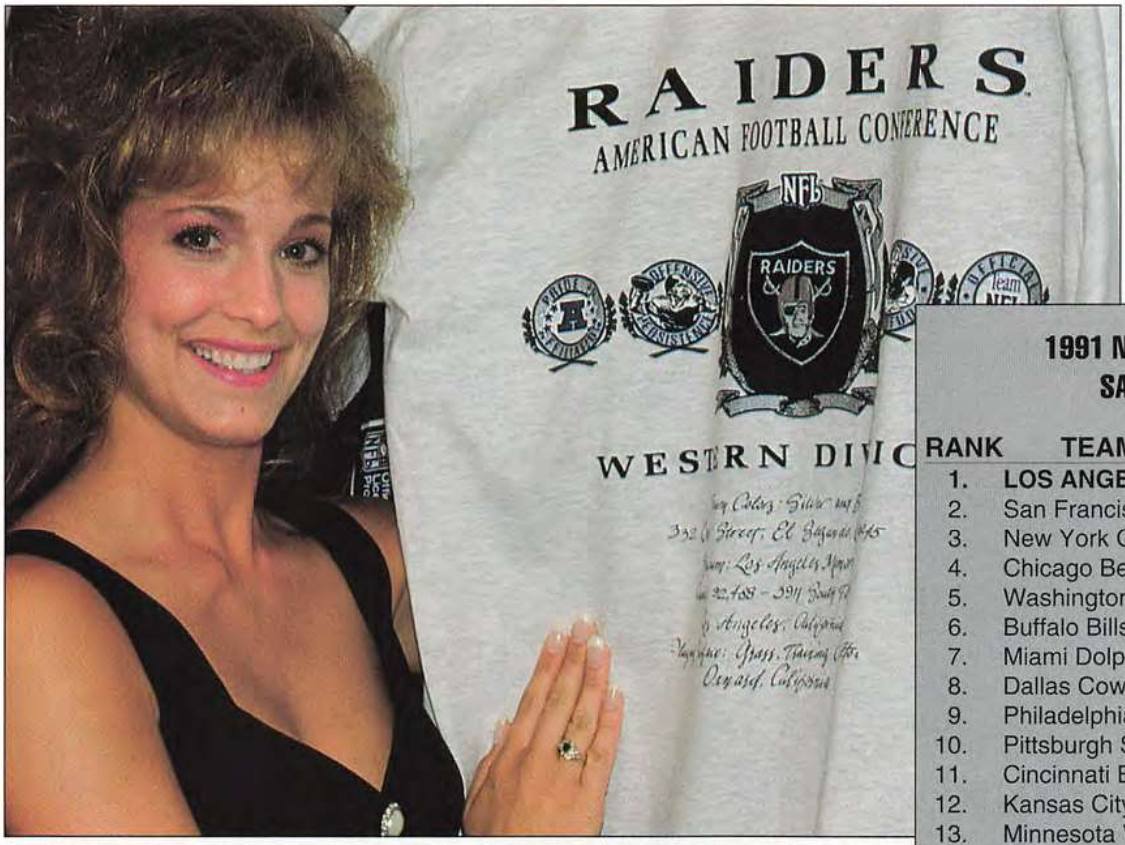
To meet a small portion of the demand for Raider merchandise, the organization has a fully stocked team shop at its main facility at 332 Center Street in El Segundo, California (90245).

In addition, "The Raider Image" - the striking Official Raider Merchandise Catalog is available for mail order customers. To obtain your copy of "The Raider Image" just call 1-800-RAIDERS or write the team shop.

Merchandise, another sign of the great interest in the Raiders, also extends to the famous Raiderettes - "Football's Fabulous Females." The annual Raiderette calendar continues to be a best seller. Also available again are Raiderette posters. New in '92 are Raiderette trading cards and Raiderette jackets and a video, "NFL's Hottest Cheerleaders."

The popularity of Raider merchandise throughout the United States, Japan, Great Britian, France, Italy and the rest of the world is another way people express their appreciation of the greatness of the Raiders. ❑

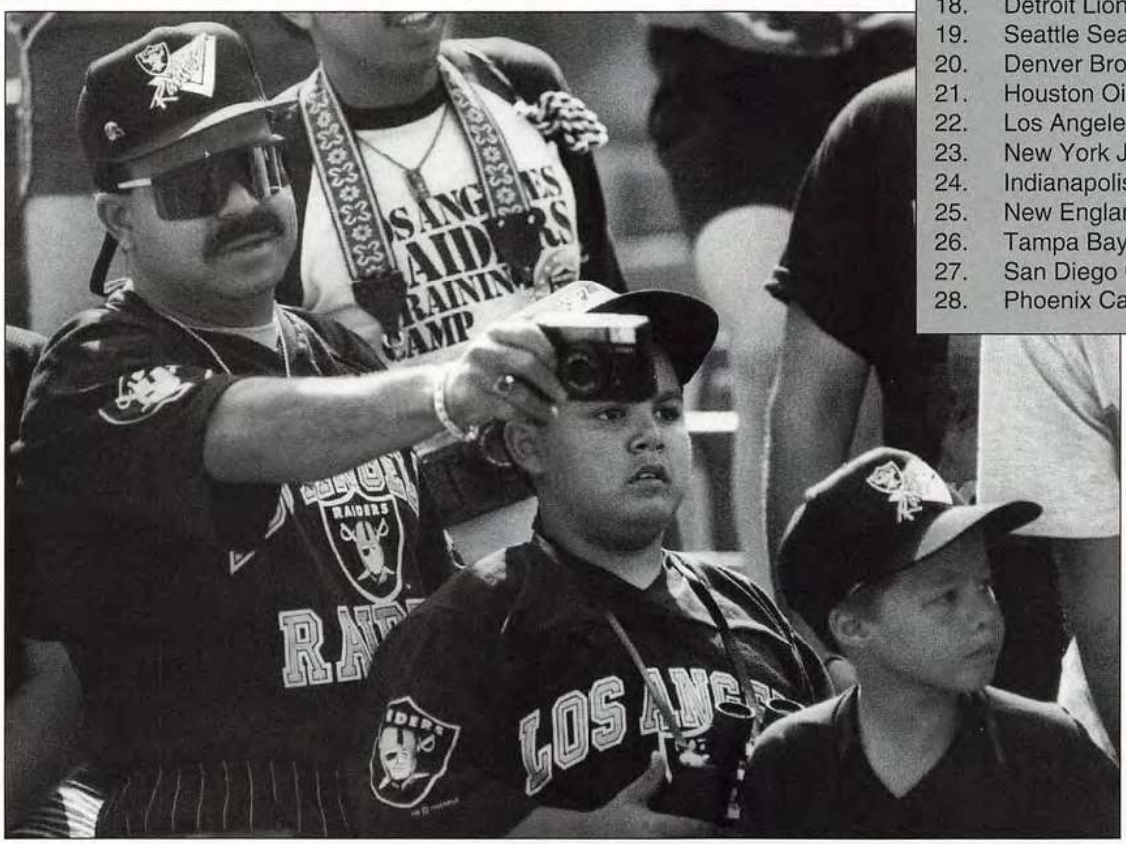
Tailgating fans (below) show their support for their team with Raider clothing, cups, patio umbrella, wheel cover and flag.



Raiderette Dawn Beccia (above) displays some of the latest in Raider garb, sure to be hot items among the team's loyal fans (below).

1991 NFL MERCHANDISE SALES TRENDS

RANK	TEAM	PERCENTAGE
1.	LOS ANGELES RAIDERS	25.1
2.	San Francisco 49ers	12.6
3.	New York Giants	9.4
4.	Chicago Bears	6.9
5.	Washington Redskins	6.4
6.	Buffalo Bills	5.7
7.	Miami Dolphins	4.6
8.	Dallas Cowboys	3.8
9.	Philadelphia Eagles	3.3
10.	Pittsburgh Steelers	2.3
11.	Cincinnati Bengals	1.9
12.	Kansas City Chiefs	1.8
13.	Minnesota Vikings	1.7
14.	Green Bay Packers	1.7
15.	Atlanta Falcons	1.6
16.	Cleveland Browns	1.6
17.	New Orleans Saints	1.5
18.	Detroit Lions	1.3
19.	Seattle Seahawks	1.1
20.	Denver Broncos	1.1
21.	Houston Oilers	1.1
22.	Los Angeles Rams	0.9
23.	New York Jets	0.8
24.	Indianapolis Colts	0.5
25.	New England Patriots	0.4
26.	Tampa Bay Buccaneers	0.4
27.	San Diego Chargers	0.3
28.	Phoenix Cardinals	0.3



THE RAIDERETTES – "Football's Fabulous Females"

What would a group of beautiful young women ranging in age from 18 to 30-something, averaging five foot seven, with jobs ranging from corporate managers to aerobics instructors, from college students to cosmeticians, most single, some married, a few now mothers, what would a group like this have in common?

Well, this description fits the 1992 Raiderettes - the 33rd edition of the pompon, dance and public relations unit that so well represents the Raiders at home games and many other functions.

In a poll of NFL players a year ago, more than 65 percent of those asked to select the best cheerleader group in the league named the Raiderettes. That came as no surprise to those who have watched the lovely Southern California girls work in the Los Angeles Memorial Coliseum or seen them on television, or on their annual best-selling calendars or posters, or have met some of the girls at store openings, Monday Night Football, events, charity functions, or some of their other many public appearances.

The popularity of the Raiderettes locally, regionally, nationally and throughout the foreign countries they have visited, continues to grow, by any and all measurements. And deservedly so.

In the four decades of their existence, hundreds of girls have worn the Silver and Black as symbols of the greatness of the Raiders - first in Oakland and now in Los Angeles.

Former Raiderettes have gone on to be actresses and models, teachers from kindergarten to colleges. There have been lawyers, doctors, housewives, nurses, flight attendants, professional dancers, administrators, sales and marketing personnel, computer experts and the like.

A few have even married pro football players on the Raiders, New York Giants and Minnesota Vikings.

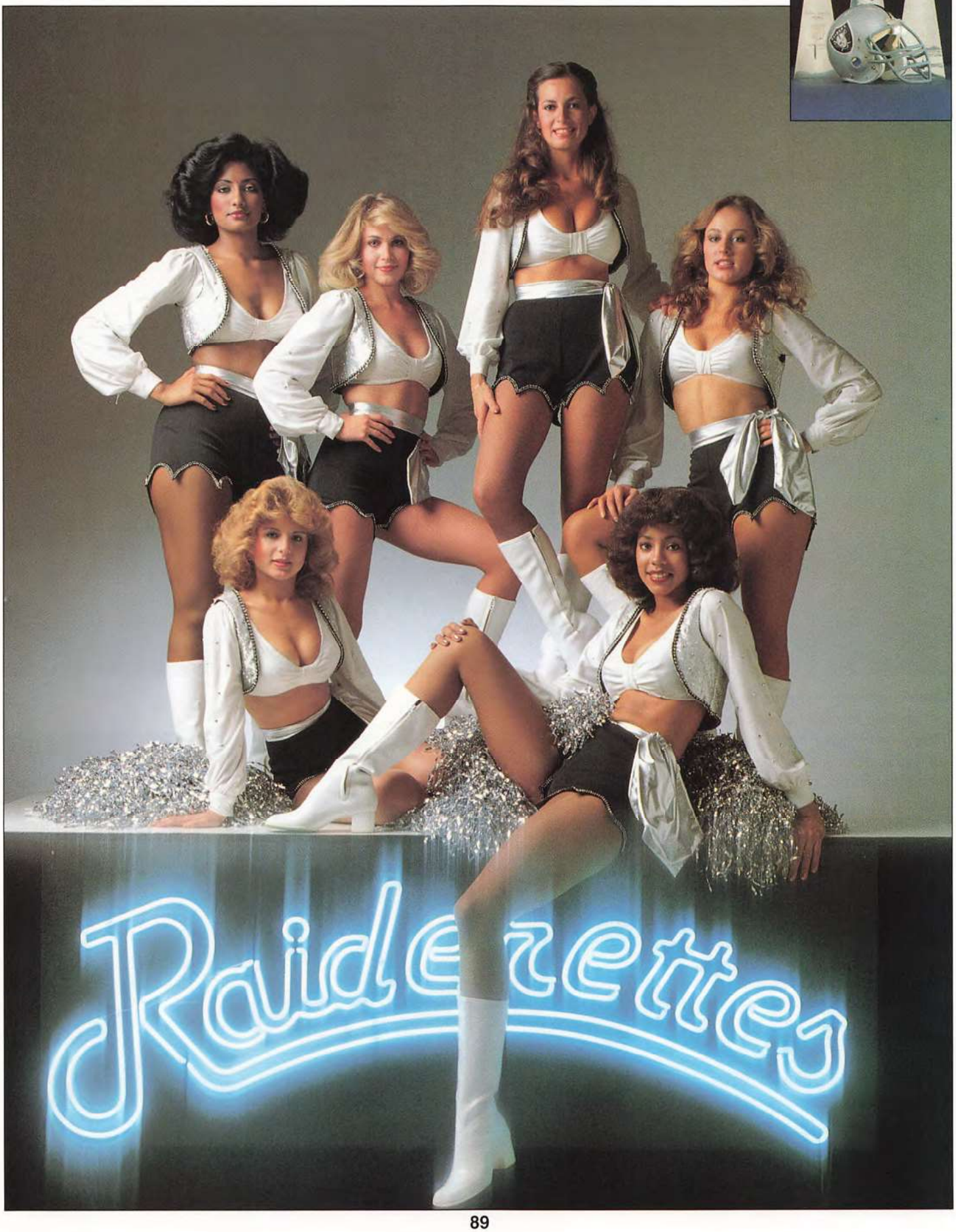
They have raised wonderful families in California and throughout the country. Today, some have daughters who are high school cheerleaders. There are others coaching cheerleader units in their local schools or youth programs.

There are Raiderettes selling commercial real estate, serving as hotel managers, business owners, office managers - whatever and wherever. Most were born in the United States but there have been others from Canada, Mexico, Bolivia, the Philippines, Germany, Great Britain, Vietnam and Japan.

Most of this year's Raiderettes have great senses of humor - one is even a professional stand-up comic.

From a sports standpoint, the 44-girl unit in 1992 contains those who have competed in track, softball, basketball, volleyball, flag football, ice skating and others. Many train with weights. Just about all of them run regularly. These are health-conscious, diet-conscious, appearance-conscious young ladies who carry themselves with pride and poise. They are well aware that they represent the winningest organization in professional sports. They have learned that quality and enthusiasm are as necessary as beauty, that dignity and integrity go right along with dance routines.

From the current class (left) to faces from years gone by (next page), the Raiderettes have been - and continue to be – the most popular cheerleaders in the National Football League.


Raiderettes

The Raiderettes come from extremely varied backgrounds. There have been models, teachers, lawyers, doctors, actresses, dancers and computer experts among the hundreds of girls who have represented the Raiders.

These young ladies, the class of '92, like the many classes before them, are truly "Football's Fabulous Females." Even more so, in so many ways, they not only symbolize Raider greatness - they have earned a right to be an integral part of the greatness of the Raiders.

Those interested in competing for places on the Raiderettes squad in the future can get information on coming try-outs by writing to the Raiderette Department, Los Angeles Raiders, 332 Center Street, El Segundo, CA 90245. ❑

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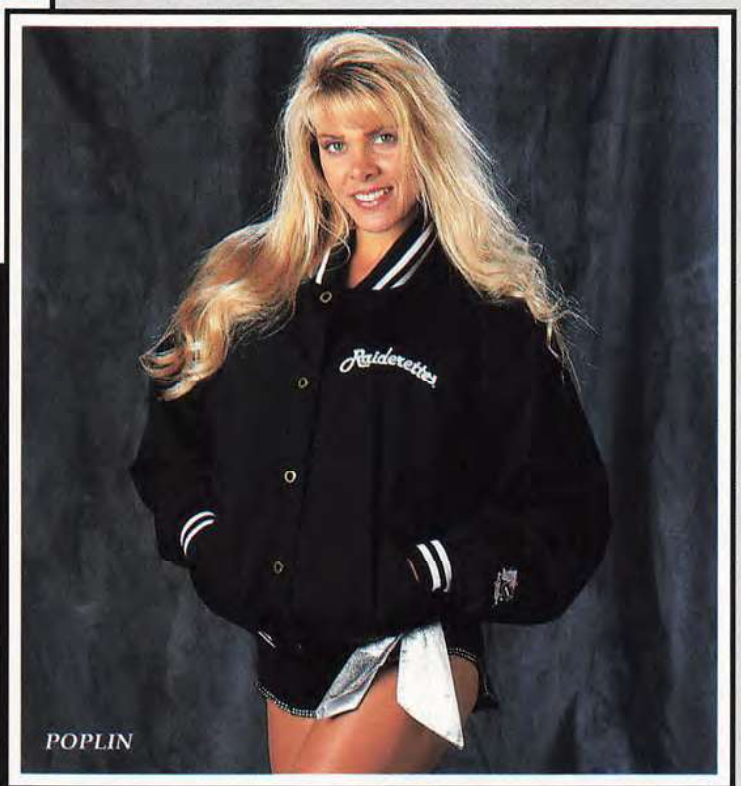

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RAIDER TICKET INFORMATION

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Los Angeles Raiders Ticket Office
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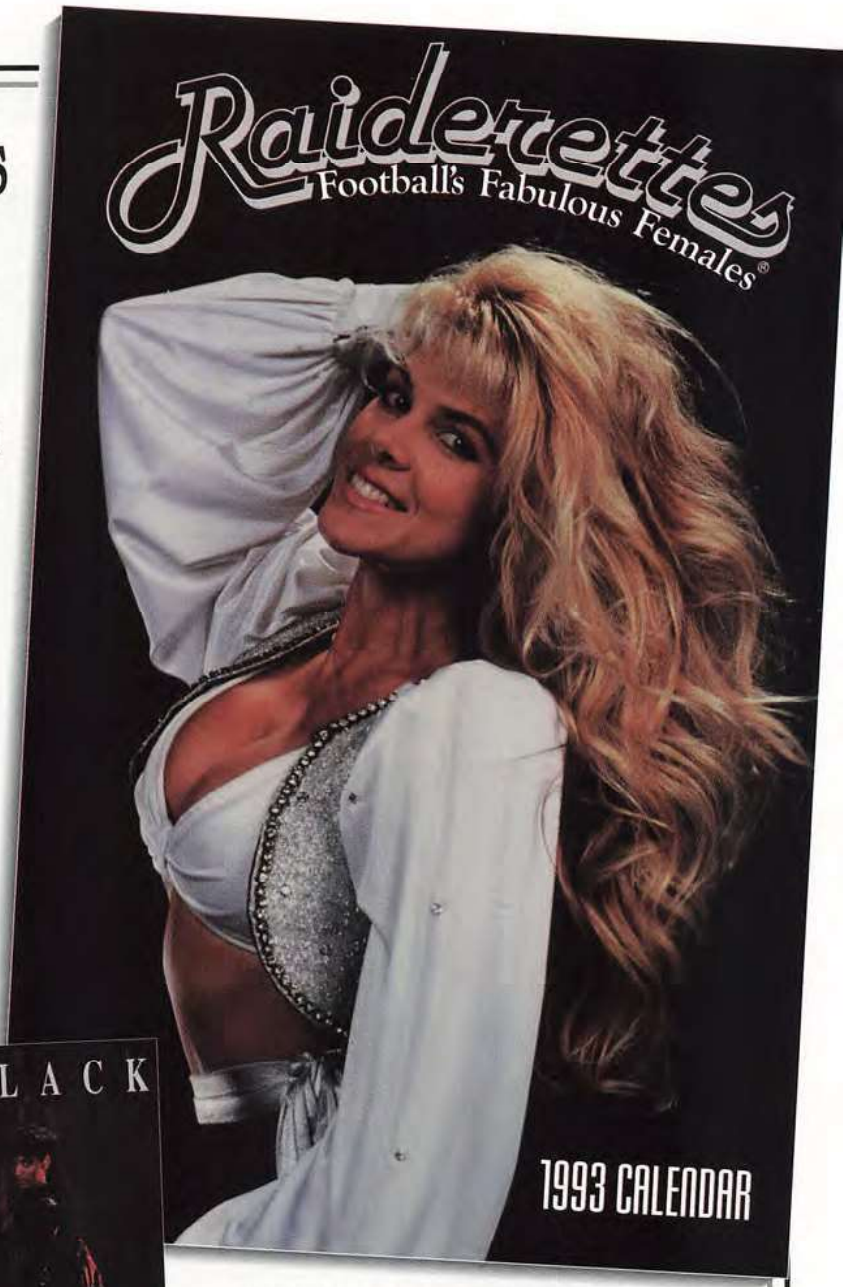

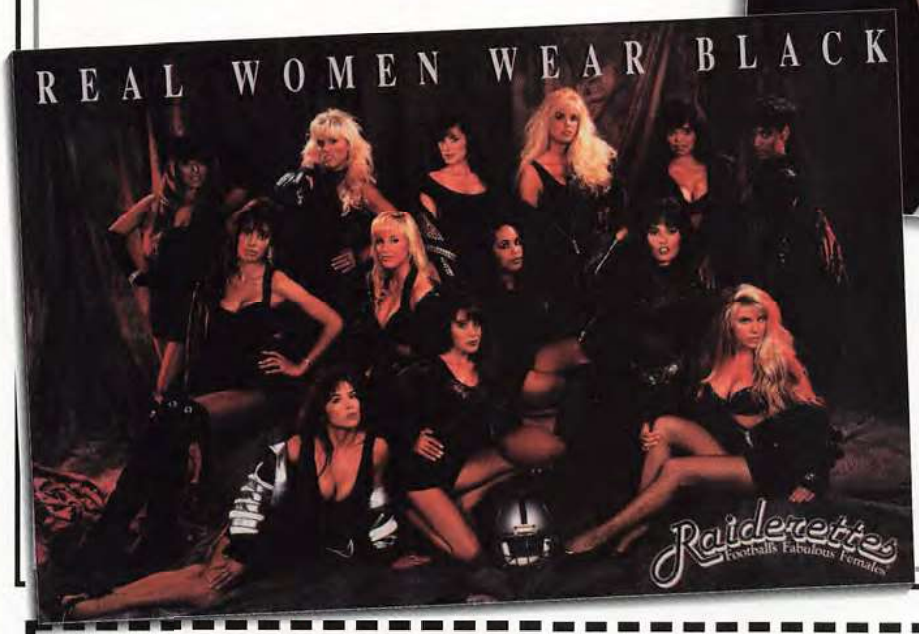

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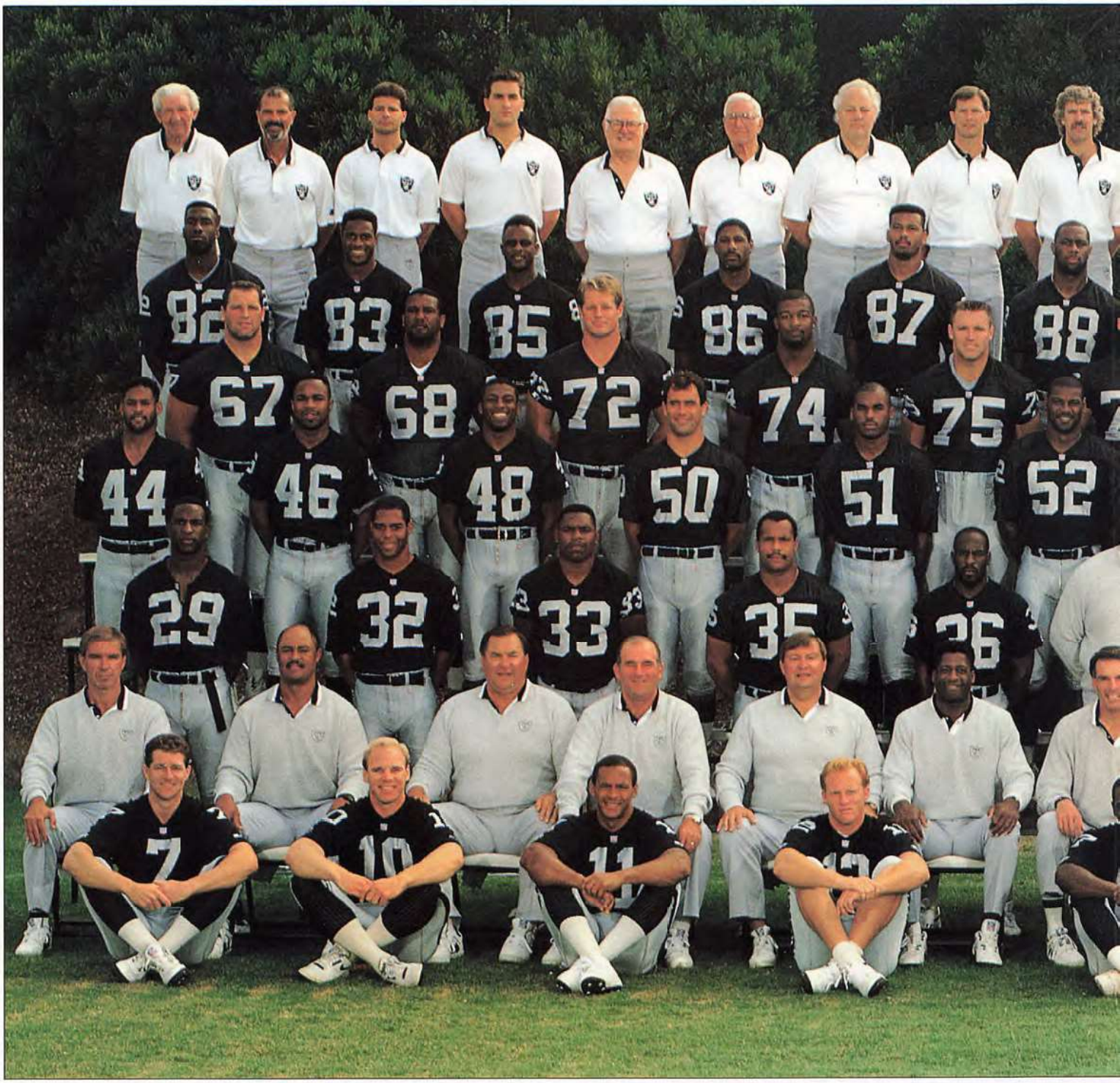
THE 1992 LOS ANGELES RAIDERS



TOP ROW: (left to right) George Jones, Equipment Assistant; Frank Montecalvo, Staff Assistant; Mark Arteaga, Administrative Assistant to Head Coach; Jeff Silva, Coaches Administrative Assistant; Al Degler, Equipment Assistant; Dr. Robert Rosenfeld, Orthopedic Specialist; George Anderson, Head Trainer; Todd Sperber, Assistant Trainer/Strength & Conditioning; H. Rod Martin, Trainer; Dr. Norm Rotenberg, Orthopedic Specialist; Dr. Fred Nicola, Orthopedic Specialist; Dr. Stephen Corday, Team Physician; Dave Nash, Video Coordinator; John Otten, Computer Operations; Jim Otten, Video Operations; Bob Romanski. Equipment Assistant; Ken Irons, Building & Grounds Supervisor; Richard Romanski, Equipment Manager.

SIXTH ROW: (82) David Jones, TE; (83) Willie Gault, WR; (85) Sam Graddy, WR; (86) Mervyn Fernandez, WR; (87) Andrew Glover, TE; (88) Ethan Horton, TE; (91) Chester McGlockton, DT; (92) Ferric Collons, DT; (93) Greg Townsend, DE; (94) Anthony Smith, DE; (97) Willie Broughton, DT; (99) Winston Moss, LB.

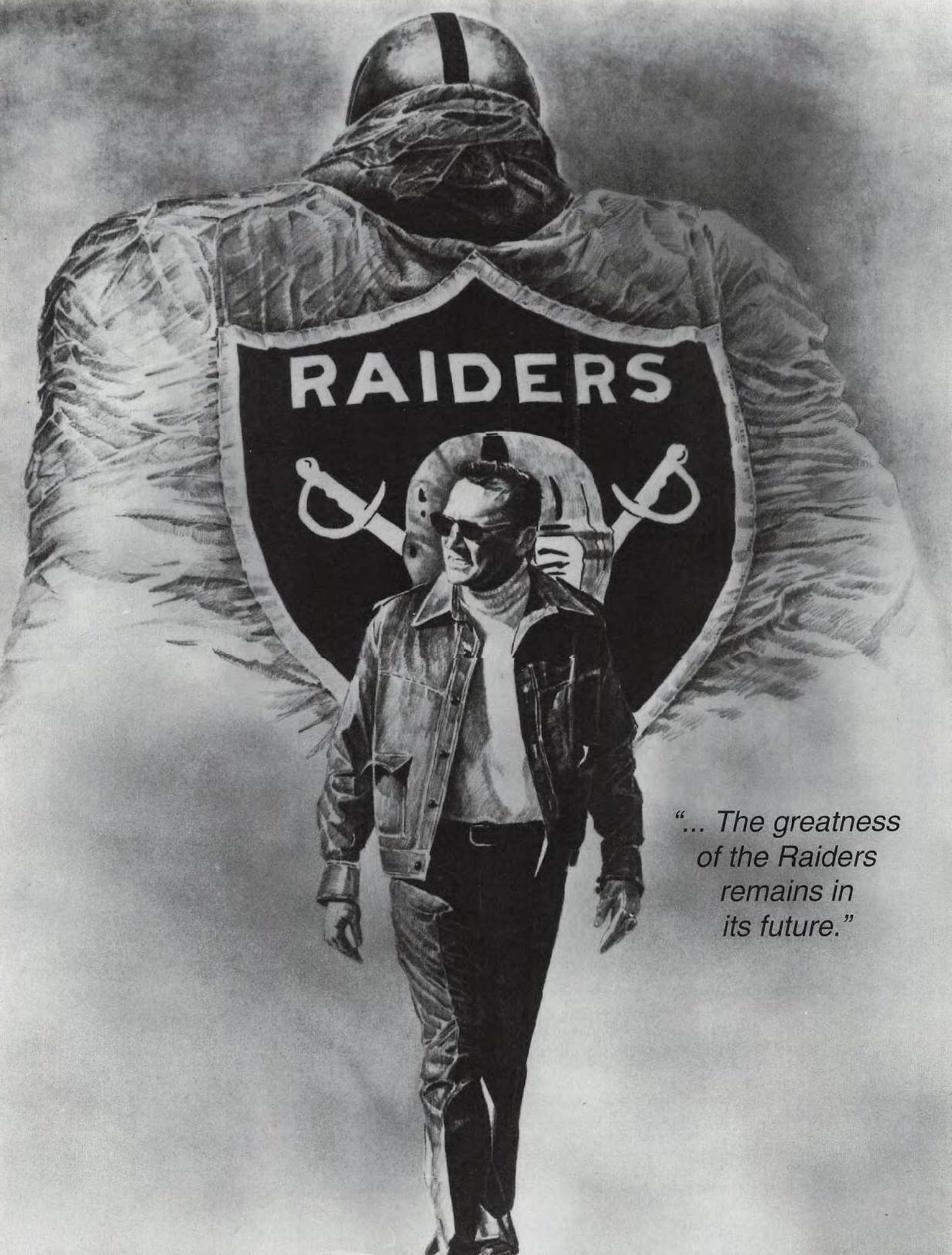
FIFTH ROW: (67) Dan Turk, C; (68) Bruce Wilkerson, T; (72) Don Mosebar, C; (74) Nolan Harrison, DT; (75) Howie Long, DE; (76) Steve Wisniewski, G; (77) Reggie McElroy, T; (78) Greg Skrepenak, T; (79) Bob Golic, DT; (80) Daryl Hobbs, WR; (81) Tim Brown, WR.

FOURTH ROW: (44) Dave Waymer, S; (46) Torin Dorn, CB; (48) Lionel Washington, CB; (50) Riki Ellison, LB; (51) Aaron Wallace, LB; (52) Mike Jones, LB; (55) Rich Stevens, C; (56) Aundray Bruce, LB; (59) Anthony Bell, LB; (64) Todd Peat, G; (65) Max Montoya, G; (66) Steve Wright, OT.

THIRD ROW: (29) Eric Dickerson, RB; (32) Marcus Allen, RB; (33) Eddie Anderson, S; (35) Steve Smith, RB; (36) Terry McDaniel, CB; Art Shell, Head Coach; (38) Nick Bell, RB; (39) Kevin Smith, TE; (41) Napolean McCallum, RB; (42) Ronnie Lott, S; (43) Elvis Patterson, CB.

SECOND ROW: Gunther Cunningham, Assistant Coach; Terry Robiskie, Assistant Coach; Earl Leggett, Assistant Coach; Kim Helton, Assistant Coach; Steve Ortmayer, Football Operations/Assistant Coach; Odis McKinney, Assistant Coach; Tom Walsh, Assistant Coach; Doug Wilkerson, Strength & Conditioning; Jack Stanton, Assistant Coach; Mike White, Assistant Coach; Ronnie Jones, Assistant Coach; Fred Biletnikoff, Assistant Coach; Joe Scannella, Assistant Coach.

FIRST ROW: (7) Jeff Gossett, P; (10) Jay Schroeder, QB; (11) Vince Evans, QB; (12) Todd Marinovich, QB; (17) Tyrone Montgomery, WR; (18) Jeff Jaeger, K; (20) Derrick Hoskins, CB; (23) Sammie Seale, CB; (25) Dan Land, S.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